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# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXXIV. NEW YORK, MARCH 2, 1911.

No. 9



A New England house writes: "We are living on trade which we have long had." That is certainly comfortable.

Perhaps you recall the swing of childhood days, and also how, when he would push you no longer, you coaxed Billy to "run under me just once more, and let the old cat die."

There was something very pleasant as you swung to and fro among the branches without effort on your part, but the experience was never satisfying, as very soon the swing was still and "your turn" was over.

All observing men know of business houses that are "letting the old cat die." Often they are neither little nor poor; frequently they were started by someone who is no longer pushing; now the power is off and the days of progress are numbered.

To make a business go and grow; to keep it going and growing, there is nothing so good as good advertising.

We invite attention to the Ayer & Son way. There's a reason—and reward.

Philadelphia

New York

Boston

Chicago

## "In The Day's Work"

**W**E are ready to give characteristic service to a few more advertisers.

For we are in our new Offices with double floor space, improved equipment and increased service capacity.

Federal now occupies a full floor in the 39th Street Building Annex, with practical working-conveniences second to none in the Agency field.

Assuredly, an Advertiser's success is reflected on his Advertising Agent.

### FEDERAL ADVERTISING AGENCY

"Put it up to men  
who know your market"

New York

Chicago.

Cleveland.

St. Louis

Address: 231-241 West 39th Street, New York



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# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXIV. NEW YORK, MARCH 2, 1911.

No. 9

## WHAT ADVERTISERS OUGHT TO KNOW ABOUT PAPER.

PROGRESSIVE PRINTER'S ASSISTANCE  
IS VALUABLE IN ELIMINATING  
BUYING ON MERE PRICE AND AP-  
PEARANCE—MAKING TESTS—NEED  
FOR STANDARD SIZES.

By Charles D. Jacobs,

Formerly New York Manager for Dill  
& Collins; founder of *Paper*, a  
trade journal.

### I.

It would be impracticable for an advertising manager to study the technique of paper-making, and yet improved printed matter is obtainable by a general knowledge sufficient for co-operation with the printer, by way of just criticism or suggestion. "Trifles make perfection and perfection is no trifle," said Michael Angelo. On account of the prevailing custom of "estimating," the same printer or grade of paper is seldom more than twice used and the advertising manager is thus developing into a general instructor, changing printers when he has developed one capable of absorbing his ideas.

By selecting a progressive printer, reasonable (not necessarily the lowest bidder) in price, possessing proper equipment, the quality of printed matter could be improved. Thus, either printer or advertising manager would be considerate of all things, and would naturally give thought and attention to one of the most important parts of the work—paper.

There are four requisites, in the order mentioned, to the success of any catalogue, or printed matter, viz., copy, illustrations, printer, and paper. The consideration of any three features mentioned, without the fourth, invites failure. One must de-

termine the language of the appeal to the prospective buyer, the proper illustration of the article, the selection of the mechanic capable of expressing one's ideas on paper, and last, but not least, the quality, texture, color, finish, thickness, etc., of the paper desired or required. So often we observe the "desire" in a finished catalogue and not the "require," or proper combination of both, when paper is examined.

There are few trade secrets in the paper industry, unless the uninformed paper jobber's or manufacturer's representative utilizes that means of obscuring his deficient knowledge.

The purchase or selection of paper is too often based on price and appearance. *There are apparently no standards of quality* other than pure commercial consideration; therefore, the price paid is often the highest for papers made from the least valuable material. This unsatisfactory state will continue until an interest in the subject is manifested and there is co-operation amongst those concerned. The keen competition amongst paper manufacturers has, in some instances, created false and arbitrary standards, based upon the mere appearance of the paper; an indifference to the scientific aspect of the matter may be the principal factor. Substitutes for cotton and linen have resulted in the production of "cheap" papers and are considered the prime cause of the absence of standards. Here is an excellent subject—standardization—for discussion and attention of the various ad clubs.

*Deterioration of paper* should be considered in connection with books of record. The average catalogue outlives its value within two years and the general use of coated paper eliminates this factor

from serious consideration. Publishers of scientific journals, and those desiring to preserve important documents should be concerned in the life and durability of the stock used. Deterioration is due to a combination of causes: use of inferior fibers, impurities remaining after manufacturing (free acids or alkali), atmospheric conditions (impure air, gas, etc., affecting color), and sunlight (not affecting pure cellulose).

*The physical properties of paper* are considered by many to be strength, elasticity, tearing, and frictional resistance, weight, bulk, opacity, etc. *Strength* is indicated in wrapping, ledger, etc., papers. Elasticity is not desired in the majority of grades, as it interferes with register in printing. *Frictional resistance* is desired in papers for record, such as ledger, banknote, etc. *Bulk* is desirable in library books, where a light-weight, thick book is preferred. This is illustrated in numerous sets of books—say of sixteen volumes—which, consisting of different number of pages, are the same in thickness. Opacity is essential to light-weight papers, such as Bible papers, etc.

It will be apparent that a paper of "good quality" may be altogether unsatisfactory for certain purposes. One must determine the characteristics demanded in a catalogue and proceed accordingly.

To a catalogue publisher, the most essential characteristics are *strength, color, weight and opacity*. The majority of catalogues do not demand an extra-strong stock, as the stronger the stock, the rougher the surface and greater discoloration, resulting in the loss of "high lights" and contrast of the color of paper and the ink selected. The weight of the paper is generally controlled by the postage expense, although the basis of weights generally used is 25 x 38-80, 90 and 100 pounds in weight to a ream of 500 sheets of the size mentioned. A lighter weight than the 80-pound stock in coated papers would result in a

weaker stock and probably less density of the coated surface and poorer printed results.

As many papers consisting entirely of wood fibers tear strong (brittle) this test is misleading to many; although the tear is more difficult across the sheet than lengthwise. A "good" paper is generally well beaten or worked, and will tear almost the same in either direction; when the torn ends are examined before a good light, they will appear of almost equal length. Of course, the maximum opacity is always desirable. The present demand for a "white" paper has forced bleaching, almost to excess and to injury of the fibers, and consequent transparency. A mellow white, about the color of the well-beaten raw fibers seems to be the ideal color, and the excessive bluing gives a "ghastly" effect to the color of the paper.

These subdivisions of the physical properties, to be properly treated, would require more space than this entire article, and the extreme technical view is avoided herein.

*A factor of great importance*, particularly in binding, is the "grain" of the paper—the direction of the paper machine in making. For instance, in a catalogue 9 x 12 inches, using a 25 x 38 sheet, the paper should be made 38 inches wide; if oblong, 25 inches wide. If 6 x 9 inches, 25 inches wide; if oblong, 38 inches wide. *Thus the grain, being the reverse of the width of the sheet, will be with the binding edge*, avoiding crumpling, wrinkling, etc.

*The chemical properties* of paper are principally sizing, mineral matter (or loading) and coloring matter.

*Sizing* is generally glue (animal matter) and rosin (vegetable matter) and used to solidify the fibers and the mineral matter, so that ink, either printing or writing, will not penetrate the sheet. There are formulae for paper that unsized will produce fine blotting paper; sized, a fine ledger or writing stock.

*The mineral matter* is princi-



pally English china clay and is used to fill the interstices between the fibers to form an even surface. Some papers are very thin for weight, indicating excessive loading of the fibers with mineral matter. About fifteen per cent. is considered essential in the majority of grades. *Waterleaf* papers are those unsized and almost or altogether free of mineral matter as in many high-grade antique papers.

*Coloring matter in paper* is quite similar to other lines, particularly the textile industry—cotton fibers being used extensively in both industries.

Considerable can be written about the faults of paper in a printing plant, which would be of interest to the advertising managers, but space will not permit of it at this time.

Standardize your catalogues in a size that will permit the use of "stock" papers, thus avoiding the delay incident to the making of special items. Be sure, in using stock papers, to have your printer order immediately (not when the final O. K. is received), open the cases, stack the paper in the press-room ten days to two weeks before printing. The majority of paper "faults" will thereby disappear, as stock papers are seasoned and the printing will be easier.

Do you want your catalogues kept? Of course, you do. Then, through your various advertising societies, urge the members to adopt some general sizes, based upon stock papers. The manufacturers or firms, receiving them will soon provide filing devices. Would you retain a large quantity of catalogues of different heights and widths?

The writer briefly discussed this important matter at the October 13, 1910, meeting of the Technical Publicity Association and offers a reprint suggestion as to trade papers, which is equally applicable to catalogues. The use of a stock paper of a certain grade enables your printer to purchase exact quantity and avoid the acceptance of over-runs or shortages incident to the making of special sizes.

Eliminating the strictly book or novel items four sizes of paper are most generally used: 25 x 38; 32 x 44 or 33 x 46; 28 x 42 (44) and 38 x 50.

With many paper firms forty-five per cent. of their stock consists of the first and fourth items—practically the same, single and double size.

Does the prominence or size of a publication or firm tend to standardization of the larger number of small publishers? I rather think that the size eventually selected will be in harmony with the largest number of publications and one factor that will tend toward the size of 9 x 12 inches with its type page of 7 x 10 inches is the readiness with which many publications with limited editions of 2,500 to 6,000 copies per issue, thirty-two to sixty-four pages, can obtain their paper stock, obviating expense incident to carrying a large stock of special size and the annoyance of keeping the stock account correct with the printer.

Again, the advantages of using the 9 x 12-inch size are that there are over one hundred various coated and cover stocks carried in the size of 20 x 25, so that a publisher can change the color, finish, quality of his publication to harmonize with his subject, whether lithography, color process, display type of special designs.

There is an increasing tendency toward the use of color in the text pages and various colors of ink which prompt the use of possibly a coated, supercalendered, machine finished or a combination of colors with these various finishes.

Again, the majority of catalogues require approximately the size originally mentioned and if the trade papers were standardized in size there would be a tendency to so treat the catalogues or other advertising literature.

*The manufacturer or recipient of trade papers and catalogues uniform in size would arrange filing systems accordingly and would no doubt be inclined to retain the advertising literature for a longer period.*

(To be continued.)

## WALL STREET FAVORS EXTINCTION OF MAGAZINES.

BIG FINANCIAL INTERESTS THINK PUBLIC WOULD BE SERVED BY WIPING OUT THE "OVERWHELMING AVALANCHE OF TRASH"—IS MUCK-RAKING RESPONSIBLE FOR SHAPING THIS OPINION?

Evidence is coming to the surface that the great moneyed interests are gloating over the present crisis in the postal situation as affecting the popular magazines. The *Wall Street Journal* is one of the best expositors of opinion in the financial district. In a leading editorial published February 24, the following significant statements are made:

From the unlucky day when Congress, under the mistaken notion of promoting popular education, directed the post-office to deliver periodicals from house to house for one cent a pound postage, there commenced a marked decline in American literature. That act gave birth to a new kind of magazine, made up of wishy-washy short stories and sketches of the cheapest kind, but with the real purpose of carrying alluring advertisements into the family household.

Popularity is sought by the cheap pretense of exposing public abuses, carelessness of the implicit libel on the nation at large. The actual object is to secure the lucrative advertising which a widespread circulation can command. We are told that a single issue of only one of these productions will sometimes fill several freight cars, and an entire train could readily be filled with one month's issues of only a few of them.

Against this overwhelming avalanche of trash, carried by the post-office at a tithe of the actual cost, genuine literature has held no chance whatever. First went the critical quarterlies, then the scientific and historical monthlies, then many of the literary periodicals. Finally the book trade gave way and not a few of the better publishers went into bankruptcy or out of business. There are few genuine publishers and fewer booksellers left. With rare exceptions, the reading rooms throughout the country are filled with rubbish, and few persons visit them except the youthful or uneducated.

The Postmaster-General, observing these deplorable conditions, tracing them to their true source, and viewing the tremendous hole they annually make in the finances, suggests to Congress a measure of reform so moderate, just, and even generous that none, except the interested magazine publisher, can see any objection to it. He recommends that, while the reading portions of the magazines shall continue to be carried and delivered at the cent-a-

pound rate, the advertising part shall pay one-half of the regular printed matter rate of one cent for every two ounces; in other words, one cent for every four ounces, or four cents a pound.

There is the whole story in a nutshell. Of course, the magazine owners are kicking. It means some millions of dollars a year to them. Unfortunately, the few magazines still left which do not belong to the faker class, as well as some of the trade periodicals, have joined in their outcry. This is a mistake. By leaving the "popular" magazines to their well-merited fate the reputable reviews and trade papers will gain more in advertising than they will lose in postage.

A law thirty years old and equally out of date is endowing bad literature at the expense of good, and should be repealed, however loudly the favored vested interests may protest.

PRINTERS' INK assures the interests represented by the *Wall Street Journal* that the popular magazines will continue to exist even if a much more onerous law than the one now contemplated should be enacted. The magazines meet a great public demand, and where there is a great demand there is bound to be a supply.

The proposed postal law might kill off some of the weaker publications, but these are not the ones that have led in the muck-raking movement and have thereby earned the enmity of Wall Street. The big magazines, on the other hand, would readjust their business to the new law and go on as before. They would suffer heavy financial loss while this process of readjustment was going on, but they would not pass on "to their well-merited fate"—nor would they even be so seriously crippled that they could not do a little muckraking now and then, if they should consider that public safety demanded it.

The days of the ponderous literary quarterlies and three-volume novels are gone irretrievably. The magazines are here to stay.

The Minnesota "Advertising Car," which is touring Illinois and other states with samples of Minnesota's products and the Government report showing that Minnesota in 1909 produced more corn to the acre than did Iowa, is getting results, according to S. F. Fullerton, of St. Paul, who has been out with the car. Many Illinois farmers, he says, are planning to sell out and go to Minnesota.

# A Great Advertiser's Favorite Paper

## Victor Talking-Machine Company

DIRECTORS  
EDBRIDGE R. JOHNSON  
President  
LEON F. DOUGLASS  
Chairman of Directors  
LOUIS F. GIBBS  
Gen'l. Manager  
CHARLES R. HADDOCK  
Vice-Pres. & Treas.  
ALBERT C. MIDDLETON  
Secretary  
ALBERT W. ATKINSON  
Asst. Secretary  
WALTER J. STAATS  
Comptroller  
THOMAS S. PARVIN  
Belford G. Royal



Registered Mark Trade Mark National Registration

CABLE ADDRESS  
SOUNDOR  
GRAND PRIZE  
HIGHEST AWARD-GOLD MEDAL  
ST. LOUIS EXPOSITION  
BUFFALO EXPOSITION  
PORTLAND EXPOSITION  
SEATTLE EXPOSITION  
HORACE PETTIT  
Gen'l. Counsel  
HARRY COBB KENNEDY  
Resident Attorney

CAMDEN, N. J. U. S. A. Feb. 7, 1911.

\* \* \*

I want to take this opportunity of expressing my appreciation of Printers' Ink, and among the many publications that reach my desk there is none more interesting or more appreciated than Printers' Ink.

Yours very truly,

HCB:OS:

Manager, Advertising Department

There are many ways in which a publisher can bring his medium to the attention of advertisers—some of them fairly good ways, too. But there is no route to the advertiser's heart so *direct*, so *economical* and so *result-producing* as the use of space in PRINTERS' INK.

## PRINTERS' INK PUBLISHING CO.

NEW YORK  
CHICAGO

BOSTON  
ST. LOUIS

TORONTO  
PHILADELPHIA

ATLANTA  
MONTREAL

## GENERAL ELECTRIC DEALER-EDUCATION IN ADVERTISING.

SPECIAL SALESMEN TO HELP DEALERS ADVERTISE—COMPREHENSIVE BOOK ON CONSUMER CAMPAIGN—THE SITUATION BEHIND THE MAZDA PUBLICITY—BIG LIST OF TRADE PAPERS AND MAGAZINES USED.

*By F. R. Davis.*

Advertising Department, General Electric Co., Schenectady, N. Y.

Really comprehensive knowledge of an advertising campaign is not always given to dealers. Often only a lot of overflowing, sweeping language, with all the earmarks of exaggeration, is handed to them.

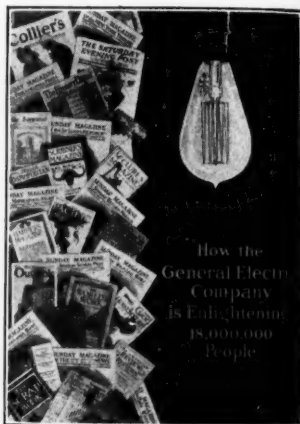
The experience of the General Electric Company has been that when a thoroughly presented, substantial and concrete advertising campaign is outlined in detail, so that they may know and judge for themselves instead of relying upon flowery words, dealers will heartily co-operate in pushing goods.

This principle we are applying in our campaign for Mazda lamps. Not only have specially trained salesmen been put into the field to assist lighting companies and dealers in local sales campaigns, but a considerable use has been made of trade journals.

Perhaps most important in this effort is a booklet entitled "How the General Electric Company Is Enlightening 18,000,000 People," which was prepared to show the steps already taken in the advertising, to explain how dealers could profit from the tremendous publicity for a lamp which cheapened illumination, and to picture by reproductions of ads the persistent and thorough nature of the campaign.

We are distributing this pamphlet to electric lighting companies and electrical supply dealers who handle Mazda lamps for us locally. It is intended as an example of national advertising and as an inspiration for local efforts along similar lines. A complete campaign covering eighteen months is

outlined freely and just as it was laid before the public. You will notice during the first five or six months' advertising the name "Mazda" did not appear in the campaign because its use was not appreciated nor, apparently, desirable. During the period immediately following the adoption of this name to apply to metal filament incandescent lamps of the highest efficiency, you will notice several months' advertisements which say little but give the impressions that "The Sun's Only Rival" is



CONVEYING TO THE LOCAL TRADE AN IDEA OF NATIONAL PUBLICITY.

the General Electric Mazda lamp. The object of this was to erase the word "Tungsten" from the public mind, and substitute a new thought with a new name for the new lamp. This has been successful to a degree, although the word "Tungsten" is yet often used outside of electrical circles.

All may not be familiar with the change in trade conditions which brought about the advertising of incandescent lamps to the general public. The development by the General Electric Company of a lamp giving two and a half times as much light without an increase in current over that used by the lamps at that time in use caused something like a revolu-

tion in the electric lighting business. It was, and still is, an almost universal custom for the electric lighting company or central station to supply incandescent lamps to its customers and renew them without charge when their useful life has ended. Their lighting rates were adjusted for this condition and were based on the rather low cost of the standard carbon filament lamp in common use which was included in the cost of lighting. The Mazda lamp, having an improved Tungsten filament, used about one-third as much current for equal candle-power and cost about three times as much for equal candle-power as the carbon lamp which it was destined to replace. The lighting company could not afford to furnish the new lamps under the old conditions without an extra charge which looked exorbitant to the customer; and many lighting companies did not feel inclined to advocate the use of the new lamps because they were fragile and because they did not tend to increase the use of current. There was at first a feeling that business would suffer through the introduction of more efficient lamps. The manufacture of these lamps could not be undertaken on a large scale unless the lamps could be disposed of in large quantities. Rapid development in the art and standardizing of methods of manufacture would accompany large production. It was therefore quite essential to place before the users of electric light the opportunity of improving electric light without increasing electric lighting bills by investing in a more expensive and more efficient lamp.

The periodical advertising was, of course, the method used to reach the public. Regular trade channels and mail advertising was used to cover the electrical field.

The business of the lighting companies has not suffered from the introduction of these high-efficiency lamps; on the contrary, the fact that electric light is made cheaper by their use has encouraged previous non-users to equip their establishments for using

electric light and the net result has been a greatly increased use of electric light not only with these lamps but in general.

Every live electric lighting concern doubtless knew theoretically that the margin for the further development of its business was very great. It was our effort through the booklet referred to, "How the General Electric Company is Enlightening 18,000,000 People," to take this knowledge out of the realm of theory and make it, in the eyes of the trade

**His Only Rival**

A porch light will go a long way towards beautifying the outside appearance of your home during the evening and at night if fitted with

**General Electric Mazda Lamps**

Further than this, if your porch is electrically lighted, your home is practically more efficiently than it would be by its use of incandescents.

And all this for the price of a lamp—as a case of a few cents a week.

The advantages of electric light in the interior of your home are almost too obvious to dwell upon. Mazda lamps give light without heating up your rooms and without costing up your expenses. It is the soft, white sunlight.

Mazda lamps make electric light so much cheaper that it will pay you to get figures on putting them in your home.

Telephone the Electric Light Company in your city for information on wiring your home. The company will come out to see you, and will probably be able to show you some samples. If you have a electrician, ask him to see the only man who can do it. He will tell you.

"The Stars of a New Era in Lighting" is a booklet describing our home and outdoor lighting in detail. You know and what you can save money in your lighting bills by using the G. E. Mazda Lamp.

**GENERAL ELECTRIC COMPANY Dept. 25 Schenectady, N. Y.**

THIS AD APPEARED IN 4,487,000 COPIES OF SEVEN MAGAZINES.

a practical possibility of tremendous value in dollars and cents.

In the booklet therefore we not only indicated the future business to be developed but we put into the possession of the electrical supply house or lighting company practicable suggestions of how to bring about this development in the shortest space of time.

The preface of the booklet pointed out that of our population of 92,000,000 people, about half of this number, or 45,000,000, lived within the reach of a commercial electric current. Only twenty-five per cent. of these possible users are now availing themselves of electric light. Cutting off all families with incomes of less than \$600 a year, there still remain 18,000,000 prospectives, who need only a little enlightenment, a little urging, to become central station customers. It was

mentioned that many people do not realize that with a steadily advancing market for all other commodities, the cost of electric light, thanks partly to the new Mazda lamp, has been going down. "This is the psychological moment for enlisting new users. Resolve that you will make a customer of every possible user of electric light in your territory. We wish to co-operate with you to that end. This booklet tells you how."

The problem of converting business men to the use of electric light was represented as one easy of solution if both the General Electric and the local house united their energies intelligently. "Less than one-fourth of the artificial light used where electric lighting is available is electric light. Inasmuch as business men are the first to adopt improved lighting methods, we started a campaign to reach all kinds of retail merchants—hatters, haberdashers, jewelers, the hotels, etc. All of this trade paper advertising had stimulated a high degree of new interest in electrical lighting service, and *progressive* central stations were bound to profit.

There was a pithy talk headed "Central Station Advertising." Central stations were urged to take advantage of the national advertising to turn the power of the publicity to local profit. "We have refrained from newspaper and street-car advertising, believing that these fields should be reserved for central station endeavor. Therefore we have prepared a series of street-car cards, newspaper advertisements, booklets, blotters, folders, and the like which we will send to those central station managers who realize the result-getting and business-building possibility of these advertising aids. The street car cards imprinted with your firm name will be furnished gratis."

A particularly extensive line of mediums are used:

## STORE TRADE PAPERS.

American Hatter,  
Bankers' Magazine,  
Boot and Shoe Recorder,  
Building Management,  
Chicago Apparel Gazette,

Druggists' Circular,  
Dry Goods Economist,  
Dry Goodsman,  
Dry Goods Reporter,  
Furniture Record,  
Haberdasher,  
Hotel World,  
House Furnishing Review,  
Jewelers' Circular,  
Keystone,  
Men's Wear,  
Pacific Coast Merchant,  
Shoe & Leather Gazette,  
Shoe Retailer,  
Twin City Commercial Bulletin.

## INDUSTRIAL TRADE PAPERS.

Automobile,  
American Lumberman,  
American Machinist,  
American Miller,  
Cycle and Automobile Trade-Journal,  
Engineering and Mining Journal,  
Grain Dealers' Journal,  
Iron Age,  
Iron Trade Review,  
Lumber Trade Journal,  
Machinery,  
Motor,  
Packages,  
Paper Trade Journal,  
Power,  
Signs of the Times,  
Silk,  
Textile Manufacturers' Journal,  
Textile World Record,  
Wood Worker,  
Wool and Cotton Reporter.

## POPULAR MAGAZINES.

American,  
Associated Sunday Magazine,  
Century,  
Collier's Weekly,  
Cosmopolitan,  
Current Literature,  
Everybody's,  
Good Housekeeping,  
Harper's,  
Illustrated Sunday Magazine,  
Independent,  
Literary Digest,  
Munsey's,  
McClure's,  
Outlook,  
Pacific Monthly,  
Review of Reviews,  
Saturday Evening Post,  
Scribner's,  
System,  
World's Work.

## ELECTRICAL TRADE PAPERS.

American Institute Electrical Engineers' Proceedings,  
Central Station,  
Electric City,  
Electric St. Louis,  
Electric Railway Journal,  
Electrical Record,  
Electrical Review & Western Electrician,  
Electric Traction Weekly,  
Electrical World,  
G. E. Review,  
Illuminating Engineer,  
Illuminating Engineering Society Proceedings,  
Journal of Electricity, Power & Gas,  
Popular Electricity,  
Public Service,  
Selling Electricity.

## SHOULD CAMPAIGNS BE SUBMITTED TO LABOR- ATORY TESTS BE- FORE RUNNING?

ROUND-TABLE DISCUSSIONS ON MORE  
SCIENTIFIC ADVERTISING METHODS  
RESULT IN AGREEMENT THAT  
TESTS ARE PRACTICAL—STUDY OF  
ATTENTION VALUE AND RELATIVE  
POWER OF VARIOUS ADVERTISING  
APPEALS.

*By Frank H. Holman.*

Every advertising man has felt the value of securing good judgments of copy before insertion. In fact, both in agencies and in advertising managers' offices, copy is usually treated to some kind of a consensus of opinion. Some concerns, like the Hecker-Jones-Jewell Milling Company, send their ads around to branch managers, etc., for opinions before insertion; and it is understood that the National Biscuit Company has some such plan of securing many-sided opinions on advertising before it is run.

In a round-table series of lectures now being run by Prof. H. L. Hollingsworth, of Columbia University, at the Hotel Latham, New York, Friday evenings, it is now being advocated, however, that a more scientific method of securing a consensus of opinion be universally adopted. Professor Hollingsworth points out that if the people selected for judgments are chosen with laboratory care, so as to eliminate as many chances of unrepresentative judgment as possible, some most definite and valuable results may be secured. He points out that, as is well known in laboratory psychological tests, the judgment of twenty-five people properly chosen, represents a fairly scientific average, which is not increased in scientific value by any larger number. He calls attention to the fact that the flaw in the method usually adopted by advertising men in securing opinions of other advertising men, or those too closely interested, is responsible for many false judgments and defective advertising.

He considers it surprising that advertising men have not taken more definite steps to secure some sort of test as to the effectiveness of their advertising upon the kind of people they hope to reach, before spending many thousands of dollars. The happy-go-lucky way of declaring an ad "bad" or "good" on the fallible judgment of a few people is much to be condemned. The opinion of an advertising man's or officer's wife has been known to quash an entire campaign, when she might have been dead right or dead wrong.

An interesting experiment is now being tried by the round-table, in which an actual series of ads for a national advertiser, not yet run, will be submitted to two "juries"—one, the round-table members themselves, who are advertising men, and the other, a list of subscribers to *McClure's* magazine. It is expected to contrast the judgments of the magazine subscriber to the opinions of advertising men.

Professor Hollingsworth realizes what has been so frequently the fatal flaw in getting judgments from consumers about advertisements—the fact that in making a conscious judgment of the ad as an ad, they very frequently go astray from the *unconscious* judgment they would make when actually *buying*. His tests have been conducted in a different way, the subjects often being ignorant of the fact that they were judging advertising, being simply asked whether the *article advertised* would appeal to them after reading the ad.

The tests which Professor Hollingsworth has conducted in this way upon the Bullard Machine Tool copy and the Ingersoll watch ads have been contrasted with the actual results from the ads tested, with the result that the leaders were found to be the same. Only one or two of the ads changed places when listed in the order of preference by actual results and by the laboratory test.

At a recent round-table meeting, the question was directly put up to the advertising men present—many of them spending a great



deal of money—and after an hour and a half of conservative consideration, the members were ready to agree that the application of the laboratory test idea was practical. They had been skeptical at first, but the interchange of thought in the discussion following the lectures made them realize that with proper modifications such a test could be made practical and would not result, as some had feared, in a lot of fanciful judgments of no value. The concrete idea was that a series or two should be prepared in good time, and the various sorts of copy then subjected to the judgment of twenty-five consumers of the class to be appealed to; this test to be made with the sensible scientific cautions and modifications necessary to a judgment worth while.

The objection of lack of time was answered by some advertising men themselves, who declared that copy was got up in too great haste anyhow, for no real reason. It was admitted that in some cases trade policies and particular policy ends in view made it impossible for any consumer to give a thoroughly effective judgment, considering the subtle purposes in view, but it was also admitted that it would be most valuable even in such cases.

Prof. Hollingsworth said that his "laboratory test" idea was not at all fussy or super-scientific; that he simply believed that the securing of corroborative judgments should be gone at with the thoroughness of laboratory method instead of asking people at random to pass upon a piece of copy. The advertising man must, of course, be the final co-ordinator of all the factors entering into a judgment, to aid which any tests are made; but instead of attempting the more or less superhuman task of imagining and co-ordinating everything "all by his lonesome" he should imagine and co-ordinate in modern, scientific, constructive fashion, with real human subjects, so as to base his work more firmly on fact.

Among the interesting tests Professor Hollingsworth has made is one to determine the relative value

of kinds of advertising appeal. After a series of most exhaustive tests with actual advertising upon a sufficiently representative number of subjects, he finds it safe to say that the following, in their order, are the nine strongest appeals in advertising: health, cleanliness, scientific construction, time saved, appetizing, safety, durability, superior quality, modernity.

Eighteen other kinds of appeal were listed, and some interesting deductions have been made. It is found that "economy" or "cheapness" lists eighteenth, while "nobby or stylish" lists twenty-third. "Imported" and "union made" list themselves last, while appeals to patriotism, to avoiding substitutions, to recommendations by others, all appear very near the tail-end, whereas it is significant that "scientific construction," "time saved," etc., are third and fourth, giving evidence of a rather universal willingness to reason.

In separating men and women in his tests, some interesting facts were disclosed, such as the fact that men correlate with their average more closely than women—meaning that men are more alike than are women. It was also found that men agreed best on their preferences, while women agree most often in their dislikes.

One of the more fundamental things which Professor Hollingsworth has outlined and upon which he bases much of his entire observations, is that impression are received and action emerges in just about three uniform ways from human beings: the automatic or more or less subconscious stimuli, the "short-circuit" or habitual and instinctive response, and the "long-circuit" response which percolates through reflection and reason.

His actual experimental tests with advertisements have been most interesting, especially in view of the fact that they were contrasted directly with actual results. One of the recent lectures was on the subject of "How to Engineer a Response," in which the question of attention value was carefully taken up. The interesting point was brought out



that interest does not by any means follow attention-arrest. Attention, it was shown, is always dependent on interest, and much advertising is therefore shown to be very defective in its striving to arrest attention without taking advantage of its opportunity to hold interest. Professor Hollingsworth showed how any one could secure attention with the mechanical devices of size, motion, contact, position, intensity and isolation, but also showed how the interest incentives to attention, such as novelty, color, picture, suggested action, instinct and feeling-tone, are the more practical. He also brought out the interesting fact that it is possible for the human being to give attention to one thing or one group of things for only four seconds. It is then a human necessity to shift to something else. As applied to headlines, this was shown to be particularly interesting, as a four or five word headline in contrast with a long sentence as a headline had many times its value.

It was shown how phrases and clauses in a sentence group themselves in units, and that a sentence containing more than three or four clauses or units becomes muddled in the reader's mind, for psychological reasons. A range of attention was examined to determine the focal-point in a magazine page (about halfway between center and top), and the value of extending the duration of attention value by providing rhythmic units for the reader was brought out.

#### LOVING CUP FOR BEST WORKER FOR ADVERTISING CAUSE.

A silver loving cup will be awarded by the St. Louis Advertising Men's League to the person who does the most for the cause of advertising in the current year.

The semi-monthly luncheon of the Pilgrim Publicity Association, Boston, was addressed by Robert L. O'Brien, editor of the Boston *Herald*. His topic, "Advertising Public Men," proved of great interest to the large number of Pilgrims and guests present.

#### LOOKING FOR "THE RIGHT MAN."

SCOTT & BOWNE.  
Manufacturing Chemists.  
Offices and Laboratory.

BLOOMFIELD, N. J., Feb. 23, 1911.

Editor of PRINTERS' INK:

In the last paragraph of the article by H. M. Horr on "Substitution" in PRINTERS' INK of February 16, there are nine questions. These nine questions have doubtless been in the minds of many times nine national advertisers.

More than a year ago these questions were under consideration, and an effort made to get the opinions of some of the largest national advertisers. These opinions were not all just alike, but we felt that if the right man came along, the success of the undertaking would be assured. We still feel that the vital necessity is lacking, and that is the right man.

Hoping he will soon be found, we beg to remain, with our best wishes,

Respectfully yours,  
SCOTT & BOWNE.

#### HIS CUE HAS COME AT LAST.

NEW YORK, Feb. 20, 1911.

Editor of PRINTERS' INK:

The tales of farm prosperity are growing to irresistible proportions. We have had authentic proof of Farmer Kedzie, of Kansas, taking his own auto to Europe for a tour, like any other bloated plutocrat. We have had the charming tale of the sporty farmer who'd be gol-darned if he'd eat any man's dust and who bought a high-powered car to get the satisfaction of leaving everybody on the road behind. Yes, we have heard, too, of the farmers who send their daughters to Vassar, Paris and other glittering places.

In the face of all this some of us advertising men have remained obdurate, foolishly restraining ourselves from the Eldorado opportunity to separate the farmer from his riotous wealth.

Now, however, we must cave in. The last link in the chain of logic is before us. Farmer John Hutt, of Warren County, Ohio, has just wed a baroness! When such infallibly discriminating wealth-seekers as Europe's nobility begin to tie up to the American farmer—that's all the cue I want. Here goes for a world-beating farm paper campaign, and riches!

T. L. W.

#### MAHIN DATA BOOK FOR 1910.

Mahin's Advertising Data Book for 1911 has been issued. It contains detailed information on the important magazines, newspapers, trade papers and other periodicals published in the United States, Canada, West Indies and the Philippines; the population of all newspaper towns, the cost of posting each town. It also includes much statistical matter. John Lee Mahin's "ten tests" for an advertisement and information in regard to type, color, printing, posting, etc.

# The Newspaper Map of Chicago

## The Chicago Examiner

**M**ADE desperate by THE EXAMINER'S wonderful growth and tremendous Chicago City circulation, the other morning papers reduced their price to one cent last October in an effort to wrest this circulation away. The effort failed. It is still all

### DAILY CITY CIRCULATION ONLY

	1908	1909	1910
January .....	102,952	125,612	136,407
February .....	106,709	128,699	138,740
March .....	113,572	130,533	149,230
April .....	121,382	135,295	158,600
May .....	123,354	139,892	162,180
June .....	130,145	144,924	170,380
July .....	129,781	149,396	181,877
August .....	133,821	154,676	184,779
September .....	136,886	160,010	180,320
October .....	133,821	155,542	177,000
November .....	119,969	148,392	171,790
December .....	111,803	140,215	184,620

Holds Its Own and Gets More

The Advertising Gains have been equal

—1910—

### Examiner Gained 1828.47 Columns

*Tribune Lost .....	69.79	Columns
Record-Herald Gained .....	129.82	Columns
Inter Ocean Gained .....	45.76	Columns

\*Tribune figures do not include special edition advertising printed in November and December, none of which is classed as commercial advertising. Neither is any account taken of advertising space used by the Tribune in advertising its own land show.

THE EXAMINER leads in jewelry, piano, and ba  
ity as well as Qua

Chicago's Gro

THE CHICAGEX

NEW YORK OFFICE

23-25 East 26th St.

# Chicago Has Been Changed by Chicago Examiner

undisputed fact that the CHICAGO EXAMINER week days and Sundays goes into more good homes of Chicago and the wealthy Middle West than any two of its competitors.

Note the steady growth of city circulation:

## SUNDAY CITY CIRCULATION ONLY

	1908	1909	1910
January	196,279	229,259	255,739
February	201,546	232,865	268,161
March	198,664	237,803	262,438
April	202,498	237,274	267,892
May	200,567	241,652	272,463
June	197,180	237,113	278,027
July	203,259	233,004	270,119
August	206,414	239,448	268,223
September	212,899	235,017	279,540
October	219,512	241,215	295,003
November	217,165	247,386	300,471
December	221,583	249,922	305,927

Over 300,000 More Outside Chicago

remarkable. Here is the record:

—1909—

## Examiner Gained 4138.56 Columns

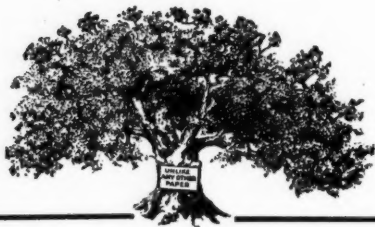
Tribune Gained	2296.60	Columns
Record-Herald Gained	1555.51	Columns
Inter Ocean Gained	1108.21	Columns

and bank-statement advertising. Advertisers get Qual-  
and Lowest Rate in

Best Salesman

# CHICAGO EXAMINER

146 Franklin St.  
CHICAGO



# Farm Journal

## "Fair Play."

More than thirty years ago the FARM JOURNAL began to publish in every issue its famous "Fair Play" notice, agreeing, if any subscriber should suffer loss through buying of a FARM JOURNAL advertiser who proved to be dishonest, to make good the loss. This letter shows the effect on its subscribers:

Father says Farm Journal "Fair Play" is O. K. We bought wire fence from one of the advertisers, who agreed to pay the freight, but we had to pay it. We wrote them, and they sent a check for the amount. Of course mistakes will happen. We just received a half mile more of the same fence, and had no trouble.

GUY M. ANDERSON,  
Forks, Washington.

This policy toward its subscribers, kept up for a generation, has got FARM JOURNAL readers thoroughly into the habit of buying from advertisers. Not merely trifles, but engines, machinery, implements, vehicles, furniture, and supplies that cost money.

The result is that advertisers often make the report, "More orders from FARM JOURNAL than from all the other mediums we used."

Forms for April close March 6, unless all space is taken earlier. Over 800,000 circulation, \$4.00 a line. FARM JOURNAL has no solicitors. Don't wait for a call, but order through any good agency, or direct.

**WILMER ATKINSON COMPANY**  
PUBLISHERS  
PHILADELPHIA

## BRIGHT ADAPTATIONS OF THE HOUSE ORGAN IDEA.

"PRINT," PUBLISHED CO-OPERATIVELY  
ONE OF MOST DISTINCTIVE—"AD-  
VISER" LINKS UP ADVERTISING AND  
SELLING FORCES—THE S.-W. FIVE,  
GIBSON LIST AND OTHERS.

By Raymond W. Gage.

Good house organs, like good advertisements, ought to be individual, distinctive. They ought to stand out from the crowd. And like many good advertisements, the best house organs do get away from the commonplace and seize hold of the intrinsic worth of the house organ idea with new effectiveness.

Co-operation in a house organ is a bright idea. This is *Print*, the first number of which has just been published in Boston co-operatively by the Suffolk Engraving Company, the American Type Founders Company, the A. Storrs & Bement Company and the Geo. H. Morrill Company, in the interests of the printing and allied crafts.

The kind of co-operation which distinguishes *Print* even among good house organs is a co-operation between different lines in the same field.

*Print* originated with Brad Stephens, of Brad Stephens & Co., of Boston, and Mr. Stephens gives an interesting account of its genesis, function and influence.

"We got the idea originally," says Mr. Stephens, "from a number of articles that have appeared in PRINTERS' INK during the last year on co-operative advertising of one sort or another. As house organs are our specialty, we naturally tried to think out some plan for a co-operative house organ that would really fit the conditions in some one of the many fields of trade, and that would give us a non-competing advertising family that could work together in a logical and harmonious manner.

"We thought of shoes, we thought of leather. For a time we were convinced that a co-operative publication in the textile

field was, as the reformers say, 'a crying need of the hour,' but we couldn't work it out to our own satisfaction. Finally the thought came to us, 'Why not start a co-operative advertising monthly right in our own field, the printing trade?'

"With the above idea in mind we got up a dummy and, as the next best name to PRINTERS' INK that we could think of, we adopted *Print* as the title.

"Our arguments were well primed when we started out to get the necessary support for the new magazine and we are still convinced that if anybody had argued with us we would have got the best of him. But we didn't have to argue with anybody. Everybody we approached agreed with us and was anxious to join our advertising family. And most of our prospects offered new arguments for the publication that hadn't been considered by us at all.

"We have often thought of doing something along this line to advertise our papers," said W. S. McQuillen, of the A. Storrs & Bement Company, 'but have never attempted it because of the detail and trouble necessary to secure the right combination of inks and engravings to show our papers to the best advantage. But with this combination all that bother is removed from our shoulders. We know that the Morrill company will take every care to see that the right ink is used in every case, and that the Suffolk Engraving Company will furnish more suitable and better cuts than we could secure.

"Four interesting points of view for the printer, cuts, type, ink and paper," said W. C. Powers, of the Geo. H. Morrill Company, 'and every member of the family thrashing out new and helpful ideas each month in every one of these departments.'

"From all this you will see that the co-operative idea as worked out in *Print* is something far more effective and practical than could be done in any other field. All of the cuts are Suffolk cuts; all of the type and type ornaments

are those of the American Type Founders Company; all of the papers are A. Storrs & Bement papers; and all of the ink is Geo. H. Morrill Company's ink. The book throughout is a house organ for each one of the co-operative advertisers; and each advertiser makes an actual demonstration of his own goods which are a material part of the publication.

"While many other advertisers in the printing trade with non-competing lines could be secured for *Print* we shall adhere to our original idea and keep it a house organ. As such it will endeavor to carry to the printing industry of New England the personality and enthusiasm of each of the four non-competing firms that make up the combination. It will show their products and will endeavor to show them in a helpful way. And guided by the original advice of J. W. Phinney, of the American Type Founders Company we shall try to make the book always an example of practical every-day printing—something that could be done in any shop where good, clean work is emphasized.

"*Print* is mailed to 2,559 New England printers and advertising men every month."

Another house organ of unique nature has a still different kind of co-operation in mind. Pratt & Lambert, Inc., of Buffalo, already publish *Varnish Talks* and *Selling Power*, the former for painters, and the latter for dealers. A third organ, called *The Ad-Viser*, has now been added, for the purpose, as the advertising manager, W. P. Werheim, says, of "maintaining close co-operation and team work between the P. & L. selling and advertising forces," and is the first organ, it is believed, definitely to meet a need of this kind. It is a booklet of 3 x 5 inches, and contains a dozen pages.

Yet another kind of uniqueness is shown by the twenty or more house organs prepared and printed by David Gibson, of Cleveland for his own and other companies. They are of pocket size and

got up with unusual taste. The cover of the latest one, for example, *Welch's Magazine*, issued by the Welch Grape Juice Company, is onyx-marbled, artistically printed.

The notability of the Gibson papers, however, consists rather in the character of their reading matter. Their aim is not so much to take off a crop of business on the instant as to cultivate the ground and sow the seed of good will. The reading, therefore, is not selling talk, but the entertaining reflections of a kindly friend and business philosopher. Mr. Gibson exploits the interesting theory that business is too much "head" for its best interests, and needs more "heart." His ideas, embodied in these house organs, go monthly to more than 100,000 dealers in various lines.

The *Interborough Bulletin*, issued by the Interborough Rapid Transit Company of New York City, is not unique in being the house organ of a public service corporation. Many other public utilities have house organs. It rather represents a departure on the part of a corporation which in the past has vouchsafed very little information about itself except on the periodical occasions of popular discontent. The Interborough has something to say now. It has no doubt observed the success of the Consolidated Gas Company in building up a real and not unpleasing corporate personality through advertising a strong desire to serve the public.

The Interborough is not yet ready to go to the public. It is beginning with its own force. The *Bulletin* shows a marked desire on its part to have its employees think well of it as well as to co-operate with it in serving the public, and winning the public's regard. The first number, just issued, contains talks by President Shonts and General Manager Hedley, an account of the efforts making to solve the rapid transit problem in New York, reports of the work of the Voluntary Relief Department, and much in the way of suggestion to improve the morale of the

service. Very interesting is the offer of prizes of \$50, \$25 and \$10 for the best stories written by employees on the subjects of either "The Relationship of Employees to the Traveling Public," or "How the Efficiency of the Service May Be Increased."

One of the most expensive house organs in the country is issued by the Roberts, Johnson & Rand Shoe Company, of St. Louis. It is called the *Star Brand Family Magazine*, and is distributed to the public through dealers. It is in the form of the *Sunday Magazine*, has a cover lithographed in three or four colors contains stories, verse and other editorial features of worth.

*Gill's Trade Help Bulletin*, published by the J. K. Gill Company, of Portland, Ore., stationers, is unique from its make-up. The letter-press is on pages of many different kinds, color and size designed to show the quality of the paper. The reading matter to carry off such a feat must be bright, and it is, in this case.

The Stetson Shoe Company, of Weymouth, Mass., publishes a bright little thumbnail house organ of sixteen pages known as *Stet*. It is apparent *Stet* has no mission to soothe and edify the dealer. It is all business, the apotheosis of direct, practical, fact-full talk, the kind that salesmen would be expected to give if they could be on the job everywhere at once.

*Roof Salad*, published by the Genuine Bangor Slate Company, enforces its name by a cover picturing a salad of colored slate roofs, offered as "being, we hope, a refreshing dish of more or less hefty Roof Facts with a dressing of more or less zesty Fiction served" by the slate company. *Roof Salad* is one of C. R. Lippmann's list.

Another new house organ which is somewhat unique is *The Presto Press*, published by The Presto Company, of New York, to advance the "Presto Collar" in the form of a daily paper of eight pages, the last of which is made up in imitation of the Hearst editorial page with cartoons and all.

## People With Brains

A trained nurse found many ideas and suggestions in the columns of **THE LADIES' WORLD** that she has used with success in her work. She became acquainted with Knox Gelatine in that way.

Here is her letter to us:

"Knox Gelatine has been of unlimited help to me in the preparation of foods for invalids. I have used it for several years in the care of typhoid patients who tire of liquid diet. Knox Gelatine used in broths and milk preparations converts them into a solid that any sick person can relish and digest. H— F. E—, Trained Nurse."

This letter is only one of many thousand written proofs that reach us each month, showing that **LADIES' WORLD** advertisers are addressing the thinking women of America—women with ideas and originality.

You want to talk to this class of women about *your* goods, don't you?

THE  
**LADIES' WORLD**  
NEW YORK

# INFORMATIVE COPY FOR MACHINERY ADVERTISING.

VITAL LACK OF SUCH EDUCATIONAL WORK IN MUCH TRADE-PAPER ADVERTISING—SOME EXAMPLES OF GOOD AND BAD MACHINERY ADVERTISING.

By Leroy W. Allison.

A reasonable exception may be taken to a note under this head in "A Retrospect of 1910 and a Forecast for 1911," appearing in *PRINTERS' INK* of January 19. In reviewing the failures of the past year, it states: "Machinery and tool makers . . . suffered more heavily than any other classes; and all of them are practically unadvertised."

A perusal of the advertising columns of the leading weekly and monthly trade mediums in this field, the only logical space in which to find the majority, tends to dispute this assertion; in numerical quantity they are largely in evidence. This, however, hardly makes amends for the poor copy which many in this field present. Advertising a good product with a poor appeal is as much a wrong to its builder, as advertising a poor product with a good appeal is to the public.

A manifestation of good intelligent copy is in the minority. The frequency with which poorly-planned matter appears is notable. Week in and week out we find the same conglomeration of time-worn ideas and antiquated methods, lacking in characteristics and woefully devoid of business sense; the copy is so excessively familiar that it fails of inciting the slightest interest; its presence is not perceptible.

This isn't advertising. It is not even an attempt at advertising. It

is a haphazard try at publicity. No consideration is given to the value of white space, no consideration given to typography; the usual standard of arrangement, if there is such, is poor and "system" is apparently unknown. In many instances of trade advertising the appearance is spasmodic, there is no allotted periodical appearance, there is no "persistence"; the appeal is pedantic and not properly directed, it is wanting in the first requisite essential in this field, *information*. This is what the multitude of readers want, this is what they are interested in, and this is what must be prevalent to make a reader a future consumer. Of what use is the present average class of trade publicity to the advertiser? Where does he ultimately benefit?

Good advertising in representative technical publications has assumed a position with the text: the majority of the readers are eventually the buyers, and they are of an intelligent class; when in the market, or in the prospective market, they want to *know*, they want *information*, and products cannot be sold without it, this rank of consumer cannot be interested in inane matter. The producer should

judge accordingly with his copy, he should advertise intelligently to an intelligent class of men and make the matter as much of a salesman as possible. No machinery, or kindred, advertisement alone is likely to sell the product—it requires a treatment and business force behind it; but if the matter bears *information*, if the copy is good, it has an opportunity to assist materially. To make use of an engineering term the ad must have *efficiency*.

The accompanying cuts, taken from a trade review, offer, in Figs.



That Couldn't  
Have Been a  
Genuine Lincoln-Williams  
High Speed Twist Drill!

Why will the purchasing department lose this in production for the sake of saving \$5.00 a drill?

I am just as much interested in saving money as the office is, but it is mighty discouraging. Of course that \$5.00 shows up in the office and I get the Old Harry, and perhaps lose my job because I can't get as many holes with this drill as I can with Lincoln-Williams High Speed.

Why did they get Lincoln-Williams in the first place and fix a standard, then switch off, and expect me to do as much as I did before?

If they want results, let me have a drill that is a drill, made by

Lincoln-Williams Twist Drill Company  
Taunton, Mass., U. S. A.

FIG. NO. 1.





When you advertise in

## Orange Judd Weeklies

you have the publishers  
behind you

All the advertisements are guaranteed. No medical, financial, misleading or objectionable advertising is accepted. It is because of this guarantee (this Bond of Confidence between Publisher and Reader, and therefore, between Advertiser and Reader) that the *Orange Judd Weeklies* produce such excellent results for their advertisers—general as well as agricultural, national as well as mail-order. The 425,000 prosperous farmers—and their families—that make up the subscription list of these Leaders of the Weekly Farm Press know that the publishers stand right back of each and every advertiser and guarantee them satisfactory dealings.

*This guarantee means much to you, Mr. Advertiser*

ADDRESS NEAREST OFFICE FOR SAMPLE COPIES

### ORANGE JUDD COMPANY

Western Offices:  
1209 Peoples' Gas Bldg., Chicago, Ill.  
335 Palace Bldg., Minneapolis

Headquarters:  
315 Fourth Ave.,  
New York

Eastern Office:  
1-57 W. Worthington Street  
Springfield, Mass.

1, 2 and 3, specimens of matter which are likely to fail in their purpose. From Fig. 1, we learn apparently about all other drills except the advertiser's, where we have only a prosaic attempt at comparison—the ad contains no matter that a user wants to know. Figs. 2 and 3 are similarly poor attempts to place before a man desiring machinery built; Fig. 3 is so uncertain in argument as to require consideration of whether it is an advertisement to build a machine or to build a plant. This class of publicity, if it can be so called, is money wasted. Fig. 4 represents an ad which bears *information*; it would immediately appeal to one in the market for a planer—it would be read, and more than likely re-read; this is trade advertising to a possible consumer.

Not only in trade-paper advertising should the trade direct attention, but in house publicity, taking the form of catalogues and follow-up letters should the copy be improved; the catalogue issued should be a *selling* catalogue, sys-

When the machinery, and kindred, advertiser learns to put waste effort into producing effort, learns to consider the class

## One-Speed Holds You Completely At Its Mercy

**In planing, especially, when you are in a great hurry, the One-Speed Planer is a great help.**

Every planer job should be done at the same speed. One speed is all that is needed. One speed is all that is needed. One speed is all that is needed.

One speed is all that is needed. One speed is all that is needed. One speed is all that is needed.

One speed is all that is needed. One speed is all that is needed. One speed is all that is needed.

One speed is all that is needed. One speed is all that is needed. One speed is all that is needed.

**By comparing One-Speed Planers with other planers, you will find that the One-Speed Planer is the only planer that is built for the purpose of planing. It is built for the purpose of planing. It is built for the purpose of planing.**

One-Speed Planers are built for the purpose of planing. They are built for the purpose of planing. They are built for the purpose of planing.

One-Speed Planers are built for the purpose of planing. They are built for the purpose of planing. They are built for the purpose of planing.



**Cincinnati Variable Speed Planer**

**Speed Box**

One-Speed Planers are built for the purpose of planing. They are built for the purpose of planing. They are built for the purpose of planing.

One-Speed Planers are built for the purpose of planing. They are built for the purpose of planing. They are built for the purpose of planing.

**Speed Box**

One-Speed Planers are built for the purpose of planing. They are built for the purpose of planing. They are built for the purpose of planing.

One-Speed Planers are built for the purpose of planing. They are built for the purpose of planing. They are built for the purpose of planing.

**The Cincinnati Planer Company, Cincinnati, Ohio, U.S.A.**

FIG. No. 4.

he must interest, learns to produce good, characteristic copy and becomes a persistent, not a spasmodic, advertiser, we shall find a material difference in trade-paper results, and **PRINTERS' INK** will have fewer failures in this trade to chronicle.

#### PLAN TO SPEND \$60,000 ADVERTISING DALLAS.

A plan to spend \$60,000 in a three-year campaign to advertise the city of Dallas, Tex., was proposed to the directors of the Chamber of Commerce January 27 by the Dallas Advertising League.

The proposition provided that a joint committee of nine be created to consist of four members of the Dallas Advertising League and four members of the Chamber of Commerce and the mayor.

The proposition further sets forth that the advertising mediums used shall be national magazines of the largest and most desirable circulation and farm and trade journals with Northern and Eastern circulation.

Percy H. Nealey has been appointed New England representative of *Current Literature* with office at 24 Milk street, Boston.

## We Invite You To Our Plant—

We invite you to come and look over our facilities for manufacturing your machines or parts on contract. Our castings are all thoroughly inspected. We want to show you our equipment of high grade machine tools—our complete pattern shop—our large foundry.

We handle complete work, from the drawings to the finished machines. Our High Grade Soft Grey Iron Castings are a specialty. Write us!

**L. F. Fales, Walpole, Mass.**



## A Plant Is Only A Drag

When you are starting to build a new machine if you try to develop a plant at the same time you will find that the profits are years off. The plant is a heavy drain on the capital you can invest in finished machines if you let us do your building on contract. We do everything from the blue print to the shipping. Let us estimate on your work.

**Blanchard Machine Co.,**  
The Contract Shop, Cambridge, Mass.



FIGS. NOS. 2 AND 3.

tematically planned, and the follow-up material should be of better quality than the majority of forms now circulated.

## SUPREME COURT SETTLES STATUS OF RAILWAY EXCHANGE ADVERTISING.

PUBLICITY HELD TO BE A COMMODITY LIKE ANYTHING ELSE, AND NOT EXCHANGEABLE FOR TRANSPORTATION WITHOUT DANGER OF DISCRIMINATION.

Only money, and not advertising, can be accepted by interstate railroads in payment for transportation, according to an interpretation of the Hepburn rate law of 1906, announced February 20 by the Supreme Court of the United States.

The decision involved a large number of contracts between the Chicago, Indianapolis and Louisville Railway Company and various publishers, and settles a dispute which has waged ever since the beginning of the abolition of passes in exchange for railway advertising. The Court decided that a passenger has no right to buy tickets with services, advertising, releases, or property, nor may the railroad company buy services, advertising, releases, or property with transportation.

The Government contended that if advertising might be accepted, railroads might also accept coal, iron, wood, oil, or anything in payment for transportation, thus opening the door to wholesale discriminations. The railroad argued that if the substitute for money is equivalent in value to the transportation, there is not a "different" compensation, but the Supreme Court affirmed the decision of the Circuit Court for the Northern District of Illinois, which granted the relief asked by the Government.

A decision that railroads must not issue passes for inter-state transportation, even on contracts made before the passage of the Hepburn rate law, was also rendered in another case before the Court at the same time.

Equitable Life states that it has recently decided to discontinue all its magazine advertising during the current year.

*"The Standard Paper for Business Stationery"—"Look for the Watermark"*

**Well Begun.** An old firm, a friend of ours, sends us a letter from a new firm just starting into business, which contains this line: "You see by this letter that we have started our business career with the best of everything, including

## OLD HAMPSHIRE BOND

Our advertising saved this firm from having to "buy experience" with poor paper. These people wanted all their furniture and equipment to be the best, and they wisely chose their stationery so that every letter they sent out would be an advertisement for their house.

Let us send you the Old Hampshire Bond Book of Specimens. It contains suggestive specimens of letter-heads and other business forms, printed, lithographed and engraved on the white and fourteen colors of Old Hampshire Bond.



Write for it on your present letterhead. Address

**Hampshire Paper Co.  
SOUTH HADLEY FALLS  
MASSACHUSETTS**

The only paper makers in the world making bond paper exclusively.

Made "A Little Better than Seems Necessary"—"Look for the Watermark"

## DANGEROUS FALLACIES IN "DISTRIBUTION" AND "DEMAND."

MISTAKE OF REGARDING THE DEALER AS A BUYER RATHER THAN AS A SELLER—ENLISTING HIS OWN INITIATIVE AND ABILITY—SUPERFICIAL "DISTRIBUTION"—ADDRESS BEFORE NEW YORK ADVERTISING MEN'S LEAGUE.

By J. K. Fraser,

Of the Street Railway Advertising Company, Flatiron Building, New York.

There are two words that I sometimes feel like swearing at; one is "distribution" and the other is "demand."

Sometimes in looking over the literature that goes out to the dealers from manufacturers I think that the advertiser gets the idea of the dealers that they all look easy—far away. The commonest word that is used to imply their easiness is the word "demand," and the common way of addressing the retailer, as I have seen it, has been, "We are advertising; we are creating a demand; are you stocked up?"

The dealer is treated as a sort of a hand-out machine between the advertiser and the consumer; he is supposed to be there to supply a demand; he is supposed to be automatic. If the dealer is really automatic, I think we might save postage on him; if he is not automatic, I think we might treat him as if he were a human being, and as if he had some intelligence, and as if he was really selling something with his own initiative and ability.

The large percentage of the messages that go to the dealers, that I have seen, talk to the dealer as a *buyer*; very few of the messages to the dealers, that I have seen, talked to the dealer as a *seller*. The dealer is in business not because he is a good buyer primarily, but primarily because he is a good seller. Now, it seems to me that it would take in most cases very little exercise of ingenuity to devise something to say that would appeal to that dealer on his *selling* side. I recently saw, for instance, a talk on sub-

stitution to the dealers. The advertiser said he was first in the market, he had created demand for a branded article in its class, and others were coming along, and the dealers were substituting. He said, "I created this demand, why don't you supply this demand?"

Now, while he may have created the demand, he did not create the dealers; they were in business for themselves, and apparently this demand, this clutch that he had on the consumers, that made them come in and demand his brand, was not quite strong enough to overcome the dealers' individuality. It seems to me that the product that has really created a demand or strong clutch—"demand" is a pretty strong word—is very much to be congratulated. In my limited experience I have not run across a great many such products. I have run across a good many products that had a favorable frame of mind sort of stored up, but I have not run across many that had been so fortunate as to have created an absolute demand—such a strong desire for the product that the people had to go in and take it away from the dealer whether he wanted to give it to them or not.

I have run across a good many products that assumed that they had created a demand, and talked to the dealer along these demand lines. They say, "We are creating this demand; are you stocking up to take care of this demand?" If I were a dealer and found myself busy supplying demands from all sides, it seems to me that I should want to go out of the retail business. If I had nothing to do with what was on my shelves except to shovel it out when people demanded and would find myself a sort of shipping clerk, I would want to go into business where there was some kind of self-respecting resistance to overcome. If there is a real demand being created, that is all right; talk to your dealer about your demand and he will supply it; but if you have really got this demand, what is the use of talking to him about it? If it is a de-

# Successful up-to-date Advertisers

regard advertising as an *investment* rather than "a gamble" and insist upon being "shown."

Do YOU want to be shown?

One of the national periodicals that will gladly tell an advertiser anything that will help him choose more intelligently between it and other national advertising mediums is

## The Christian Herald

If you really want to get away from "blue sky" solicitation, why not consider first the national mediums which will cheerfully furnish satisfactory assurances concerning each of the following:

Is the circulation really guaranteed?

Is it certified by an outside accountant?

Will they refund in proportion as they fail to deliver?

### WILL THEY GIVE YOU—

their circulation in any city or town, groups of cities or towns according to population, and in each commercial zone or buying center?

their proportion of paying annual subscribers?

names of their subscribers in any town or locality?

definite specific testimonials showing exactly how responsive their readers are to certain kinds of advertising in comparison with other periodicals?

Advertisers can have all this and more from The Christian Herald for the mere asking. *When you have everything to gain and nothing to lose—why not ask?*

*Why not write to-day?*

You can then file this valuable information for ready reference when making up your next schedule.

**H. R. REED**

**Advertising Manager**  
**New York City**

**O. McG. HOWARD**  
Marquette Bldg.  
Chicago

**BELL & DORR**  
6 Beacon St  
Boston

# The Christian Herald

mand, he will supply it, and you needn't worry about that.

Assume there is not a demand, and you assume he is in business and has some say-so about what is on his shelves, what comes into and goes out of his store. When you write to him it is safe to assume that he is some factor in the business, and has had pride enough to graduate from the clerks' ranks and strike out for himself as an independent retailer. Isn't it a little bit wise to treat him as if he were a real factor, and stop talking to him about demand? You don't have to talk to him about demand; if it is there, he knows it. You say, "You are supplying a demand," and you take a little slap at his pride—the pride that put that man in business. He thinks he is in business selling something to his neighbors. You say, "You are supplying a demand," and that doesn't help your standing with him as I see it, for you are certainly not flattering him.

So it seems to me that in writing to the trade we might temper our style of talk a little, forego and forget about this great demand that our advertising is creating, and talk to dealers as to men who are in business to sell things. They are there to sell things, and take a pride in selling things and selling them at a profit. They are probably glad to take advantage of any little help that advertising may give in selling.

In my opinion the coming of advertising has had a bad effect on the literature that is sent to the trade. Before advertising became the force that it undoubtedly is, the dealers were talked to personally and by letter as people in business to sell something, and the line of talk that was used to influence them was the line of talk that you use on the seller, on the man in business to get rid of what is in his store. He is still in business to get rid of what is in his store, to supply it with good merchandise on which there is a profit, and to get any help he may.

The Ingersoll-Trenton watch, for instance, is probably sold by a great many dealers to-day, but

I doubt very much, with all its advertising, if a great deal of "demand" has been "supplied." I venture to say that most of the sales that have been made off dealers' shelves have represented some hard and at least intelligent work by the man behind the counter. If you say to those men, "We want you to supply a demand for the Ingersoll-Trenton, and we have created the demand," those men know better; they know they have done some work to sell those watches. What is the object of talking to them about the "demand" when they know there is no *real* demand, when they know all they have to count upon is a rather *favorable frame of mind* in the consumer.

#### THE DISTRIBUTION FALLACY

Before advertising became so big a factor nearly every house that had merchandise hired salesmen, and the salesman's job was to go out and sell it. His job was to sell as much of the merchandise as he could. If he sold a little, he was a weak salesman; if he sold a lot, he was a strong salesman. Then advertising came along with its "demand," and the salesman was instructed in a general way to go out and get a "*distribution*." Before advertising's advent, he was instructed to go out and sell goods, and he knew if he didn't sell a lot of goods he was a poor salesman. He is now invited to go out and get a distribution, and told that advertising will do the rest.

Distribution implies a general scattering around, or a pretty thorough scattering around of the product advertised. So long as it is placed, it is distributed.

Many a house that goes into advertising to-day has devitalized its sales force by this distribution plan, and has left its competitors a big opportunity to gobble the shelves of the retailers and get the display, and has left open the opportunity for the competitors to get in and sell the dealers so much that they have got to get rid of it, they are worried about it and must sell it, because they have heard so much about distribution

to get the goods on sale, and advertising, to get the goods off their shelves.

Now, if any product deserves really heavy stocking up, as much as the dealer will stand and maybe more, what product is it? The product that has no advertising behind it, or the product that has advertising behind it? So, in planning your sales work, or whatever you are a mind to call it, upon an advertising campaign, as I see it, it is well to keep in mind this: that many a concern is making good with no advertising because it enlisted the dealer by stocking him up heavy, and got its sampling; and many a concern is losing out because with its advertising it gave the dealer so little of its product at a time that he is not worried about it in the slightest, and this is a position we are apt to get into by regarding the dealer as an automaton.

The dealer is a selling factor today as he always was, and when he is given three or four adver-

tised brands to choose from he is in a better position than with only one advertised brand, and we are getting back to the position where real sales stocking-up schemes are a very vital factor in the success or failure of advertising planning.

#### MILWAUKEE AD MEN WIRE PROTEST.

Each of the 165 members of the Milwaukee Advertisers' Club was pledged to wire the Wisconsin senators in Washington protesting against the proposed "postal rider" increasing the postal rates on the advertising section of magazines, in a meeting held recently.

C. H. Hall, of the Hall-Taylor Company, spoke on "Direct Literature," holding that it is the best method of producing results. W. M. S. Miller, Allis-Chalmers Company, spoke on "Buying Printed Matter," and explained how many buyers of advertising made errors in calculating cost.

Milwaukee advertising men are divided on the action of the Advertisers' Club in urging Senators La Follette and Stephenson to vote against the proposed increase in postage on advertising sections of magazines. One man thought it might be a good thing to "help weed out publications whose existence depends on cheap postage."

## The George L. Dyer Company 42 Broadway New York



**Newspaper Magazine Street Car  
and Billboard Advertising  
Business Literature  
Publicity and Merchandising Counsel**

## SOME PERTINENT DON'TS ABOUT PAPER.

THINGS THAT ADVERTISING MEN CAN  
PROBABLY IMBIBE FOR THEIR IN-  
FORMATION—THE CARE OF PAPER  
—SPECIALIZING MILLS—EXTRACTS  
FROM TALK BEFORE DETROIT AD-  
CRAFT CLUB.

*By J. F. Miller,*

Of the Diem & Wing Paper Company,  
Cincinnati.

Don't forget to season well your paper when you have color work to do. I have known paper to shrink one-eighth to one-quarter of an inch between running of different colors, and, of course, your plates will not register. Paper should be unpacked and racked long enough for it to become well seasoned before running.

Don't forget to lay all cases of paper flat as soon as received; this keeps paper from doubling up or wrinkling before using.

Don't forget to unbundle all soft fold paper as soon as received. In doing this you will allow the fresh wrinkles in papers to be ironed out by pressing in piling.

Don't worry about how to tell coated papers from supers. You can tell coated papers by the smell or by stripping the coating.

Don't imagine you can tell the kinds of paper by the finish. It is not always the highest finished that is the best, or vice versa.

Don't forget there are several well-defined branches of the paper-making industry: Print, Book, Bonds, Flats, Wrapping, Covers, Ledgers, and Specials. Each of the lines is manufactured by mills which specialize. You can't expect to get print paper from bond mills nor cover paper from print. All mills try to make grades up to the best in their respective line. This is important for you to know—that the mills are trying to better lines at all times.

Don't profess to know all about it when it comes to papers. Some of us have been on the job since knee-pant days and are still learning.

Don't think the printer and the

paper man are your enemies. We all have our place in the mix-up of business, and we *should* be helpful one to the other. None of us can do business long without profits and very few are here for our health. This does not mean that we are necessarily pirates. In fact, we could not remain in trade if we were.

Don't expect an exact match of color in your paper. The mills do the best they can to meet your wishes, but wet mixtures and dry samples are not the easiest products to match to a nicety of shade.

Don't expect an eight-cent superline for six cents. If you must beat the printer out of his breakfast, do not be surprised if he hands you yours on seconds.

Don't expect specials at the same cost as regulars. It costs money to make these, and when a special lot is ordered it takes more time.

Don't try to eliminate the jobber in your deals, for he must be considered sooner or later, and the time will come when you will need him, and that badly, too.

Don't be afraid to buy good paper when you have fine halftones and color plates to print.

Don't expect your printer to deliver you a large lot of paper or a special size the next morning after the order is given. The chances are he must needs place the order with the mill. There are generally other orders ahead of yours—sometimes a congestion of orders. Then there are miles of railroads between and occasionally a shipment goes astray. We are all human at the best.

Do not do business on too narrow a margin of time. Even printers cannot do the impossible.

### PANAMA CANAL EXPOSITION GOES TO SAN FRANCISCO.

The Senate on February 11 passed without debate the joint resolution locating the Panama Canal Exposition at San Francisco. Having passed the House the resolution lacks only the signature of the President to make it law.

Former Governor Charles N. Haskell and W. B. Anthony, Democratic house leader in the legislature, have bought the McAlester (Okla.) *Herald-Democrat*, a daily and weekly newspaper.



# Circulation Talks

From the Capital of the United States

No. 2



Only perfect organization and system of delivery to regular subscribers of an evening and Sunday morning paper can give to an advertiser the coveted circulation that he seeks to keep in daily touch with the homes of the American city.

In Washington The Evening and Sunday Star has this delivery system perfected to the highest degree. Its exclusive Route Agent and carrier system at a minimum cost to the subscriber is the envy of newspapers all over the country.

The Star is an ideal family newspaper—clean, typographically excellent and highly respected—it has 20,000 greater circulation daily in Washington than its nearest competitor.

For a given amount of space an advertisement in The Star will sell more goods than in all other Washington papers combined. For this reason the local department stores devote more of their advertising appropriations to The Star than to all other local papers combined.

## The Evening and Sunday Star

Washington, D. C.

Last week's sworn net average daily circulation:

Daily - - 59,425      Sunday - - 49,035

DAN A. CARROLL,  
Eastern Representative,  
Tribune Building,  
New York, N. Y.

W. Y. PERRY,  
Western Representative,  
First National Bank Bldg.,  
Chicago, Ill.



## Last Month's Ad Was Cancelled

After the February 2d edition of "Printers' Ink" was off the press, it was discovered that in some conditions of our contest ad in that issue, we unknowingly transgressed the Post Office Laws and the ad was marked cancelled. The conditions have been removed and the contest thrown open to all.

## PRIZE CONTEST

We are going to publish a second edition of the "STRATHMORE QUALITY" Sample Books. The Sample Book of cover papers will be illustrated with reproductions of cover designs awarded prizes or honorary mention in this contest.

Sixty-nine designs will be required for use; fourteen will be awarded cash prizes totaling \$500.00—the balance will be given honorary mention. Designs desired are of four classes: namely; of two, three, four and five printings. First and second prizes of each class will be \$50 and \$40 respectively. Other prizes range down to \$10.

Designs may be printed on any cover stock whatever. They must be suitable for reproduction in our new "STRATHMORE QUALITY" Cover Sample Book, which will contain the following brands:

Old Stratford Parchment Cover	Rhododendron Cover
Strathmore Chameleon Cover	Old Cloister Cover
Rhododendron Folding Bristol	Alexis Folding Bristol
Rhododendron Duplex Bristol	Alexis Cover
Rhododendron Box Cover Paper	Tapestry Cover
Adirondack Cover	

If you haven't books showing these different "STRATHMORE QUALITY" brands—or want free sheets for proving purposes, the same will be furnished on application through our agents or on writing us.

CONTEST WILL BE OPEN SIX MONTHS FROM  
FEBRUARY 1st. THE JUDGES WILL BE AS FOLLOWS:

Mr. Will Bradley      Mr. George French      Mr. E. E. Bartlett

Make up your mind now to win a prize and write  
for folder giving complete information and conditions.

## The "Strathmore Quality" Mills

MITTINEAGUE PAPER COMPANY  
MITTINEAGUE, MASS., U. S. A.

## THE ECONOMICAL USE OF COLOR IN ADVERTISING.

HOW TO SECURE THE MOST VARIED  
COLORS AND EFFECTS WITH THE  
FEWEST PRINTINGS—SUGGESTIONS  
FOR COLOR HARMONIES—UTILIZING  
THE COVER FOR COLOR BASIS.

*By Robert J. Wildhack,*

Magazine Illustrator and Poster Artist.

Simplicity being the most valuable element in any form of expression, for whatever purpose, and economy urging it as well for the consideration of the user of color-printing in the advertising field, a discussion of some of the practicalities and possibilities of simple color-printing may take the place of experience for the prospective user.

Since all of the problems of printing in one color are included in the use of two or more, two-color problems had best be considered first. Most simple color jobs are in two printings, anyway, so perhaps the ground may be almost entirely covered in studying them.

Economy and utility argue that unglazed paper—covers for booklets, catalogues, etc.—had better be made from more or less rough stock, consequently halftones and fine-line cuts would be impracticable in most cases, even though good art and good advertising did not argue the use of flat "mass" designs, simple, direct, and agreeably forceful. So it is with more or less rough stock and two flat "mass" plates that we will deal. (By flat "mass" plates, those used to print a design which is made up of masses and spots of color, flat and void of modeling or gradation, are meant. These are the simplest of plates to make and the cheapest.)

With this combination, stock and two plates, it would appear, at first glance, that three colors only are available. (And, by the way, the color of the stock offers as wide a range and demands as important consideration as the selection of the inks—often more so.) But we may obtain more

than three colors for our design, with two inks. If we have nothing but solid flat masses we can get four colors, viz., the stock, the two ink colors, and the color resulting from printing one of the inks over the other. This last color product is affected by which color is printed on top, or last. Time is supposed to be allowed for drying the first printing before applying the second, to obtain good results.

The color of the over-printing will harmonize with both of the pure colors, because it contains something of each of them, and it will be darker in tone than either of the inks, in fact it will be the darkest spot on the design. In color it will lie approximately halfway between the two inks, closer to the top in most cases, as was mentioned. It is usually better to print the blues, greens, and purples, last, as they are darker in tone than the reds, oranges and yellows, etc., but it may often be true that the over-printing should have the "warmth" that comes with the reversal of this order.

For example, if we used a blue, and a red for our inks, on white stock, the over-printing would be a purple, leaning toward the blue, if that were printed last, and toward the red in the other case. (This is not recommended as a color scheme, however.)

Now the four colors which we have mentioned may be added to by intermediates, produced by making parts of the plates print masses of dots or lines, etc., in addition to the solid masses, and they need not be too fine for printing on rough or soft stock, to produce the desired effect of color lying somewhere between the color of the stock and that of the ink. This color will vary according to the stock exposed in relation to the display of ink in the lines or dots, etc. If we have only one intermediate tone for each plate, we multiply our color values greatly, for we may put into our design: the color of the stock, two solid inks, two intermediate single printings, one over-printing of the solids, one

over-printing of the intermediates, and two over-printings of solid and intermediate; that is, nine different colors—or rather tones.

It may readily be seen that there is plenty of room for invention and display of good taste—in so economical and simple a printing proposition as this, two zinc "line plates," and a rough stock. It is rarely necessary or advisable to use even so many as nine different color-values and very often a third printing of a solid color is better than any number of added variations of the two colors. The intermediates are not, as a rule, strong color-spots, though they may be, so if additional *strength* is needed and the two colors may not be changed, a third ink will do the work that no amount of complication of tones of the first two will do.

Considering three inks, we find the possibilities much greater than with two. We have: stock, three singles and four over-printings, that is eight solid colors (and, of course, any number of intermediates and their over-printings). For the over-printings in the solids the list is as follows: ink No. 2 over ink No. 1, ink No. 3 over ink No. 1, ink No. 3 over ink No. 2; and (the darkest tone) ink No. 3 over No. 2, over No. 1.

Now for the selection of colored inks and stocks.

As a rule it is impracticable to print light colors upon dark stock. There are few inks made that will cover darker paper perfectly with one impression. White cannot be printed as ink upon dark stock (and be really white), except with more than one "coat." So where spots of light color are desired in a design, it is sensible and economical to use stock of the color of the lightest spots and print all of the darker colors, even to covering the entire design to the edge and "bleeding" it off.

Some inks are made opaque to prevent the color of the paper stock from affecting the color of the ink, but most ink is more or less transparent so that this fact must be taken into consideration by the designer and the color scheme and inks selected accord-

ingly. For instance, if red and blue inks were printed upon yellow stock, the result of an over-print would approach black instead of purple, because each of the three colors would neutralize the others and the effect would be the same as though we had printed the three colors over each other on white stock.

If red and yellow were over-printed on light blue, the result might be not so dark, and warmer (deep orange gray), because the warm colors were on top and the blue was not strong enough to "blacken."

To obtain the intermediates referred to, the lines or dots may be put into the drawing by the designer, or applied to the plates by the engraver according to the color tone on the sketch or following definite order from the designer—as in the case of the designer's experience suggesting a certain "Ben Day" process "screen," designated by its number. Engraving houses are familiar with these matters.

We have, so far, discussed only "economical methods" and left the matter of color selection until the last, and our illustrations have dealt with only crude, violent, inharmonious colors. "Commonplaceness" is hardly a good quality in advertising, and its opposite is sought constantly, but, unfortunately, those who cry loudest for "something different" are usually the ones to use the "old standbys" on the finished jobs. And these "old standbys" are good—too good in fact—for the oftener they are used the less valuable they become. Black and red, black and orange, deep blue and orange, etc., etc., on white paper are familiar enough to be accepted as commonplace.

Let us remember that white represents light and is most valuable employed in spots and masses as a color. Next to white, of all the colors, yellow is the most brilliant—is most like light—and on the "warm" side of yellow we have orange, then red, on the cool side, green, then blue. Beyond the red and the blue we run into purples and violets, and,

although these colors are toward black and darkness as opposed to white and light, they may be so surrounded as to make them appear luminous and strong. Strength is so much a matter of contrast, to get the one we must employ the other.

But violent contrasts defeat themselves because all elements clamor for notice and confusion results.

To arrive at a good color scheme—harmonious, strong—for a design, it is usually wise to select complementary colors and deepen or gray one of them.

Following is a list of colors and their "complements":

Red .....	Green
Red orange.....	Green blue
Orange .....	Blue
Orange yellow.....	Blue purple
Yellow .....	Purple
Yellow green.....	Purple red
Green .....	Red
Green blue.....	Red orange
Blue .....	Orange
Blue purple.....	Orange yellow
Purple .....	Yellow
Purple red.....	Yellow green

If red and green, for instance, appear together of equal brilliancy and purity, they are so "contrasty" as to be unpleasant and neither color predominates—one should. So the green must be deepened or "grayed" (i.e., either black or gray, or some of the red itself, mixed with it), and as a result the red will fairly shine with strength and the deeper the tone of green gray, the brighter the red will appear. And the same is true of each of the pairs of complementary colors—half of the list given above being simply the reversal of the other half.

Continuing with the red-green combination, there are other ways of improving the harmony and strength. If the green gray is carried toward the *blue* green gray, the effect is much better. And where green is the bright color, if the red gray is carried toward the red *orange* gray (or red *yellow* gray-*orange* gray) that is a brown, the effect is improved and the green made stronger and more pleasing.

In the list of complementaries given, if the right-hand column is considered deepened or "grayed,"



Almost every concern that advertises its proposition or its goods, and which receives big returns and makes money by means of advertising, is constantly seeking additional mediums with which to swell its income and revenue.

This is, of course, as it should be, for the advertiser who owes his success in business to advertising, and does not seek to add to his list of money-making mediums, can only be compared to the man who holds his head high, and passes a twenty dollar gold piece on the sidewalk.

The wise and successful advertiser, who is looking for business from every quarter, never overlooks THE UTICA

## SATURDAY GLOBE

for he knows that in 140,000 homes in interior New York and New England and adjacent states, it is a welcome, weekly visitor, purchased and read by live and thrifty people, who are ready to buy and use all sound and substantial commodities.

You need the 140,000 customers of this silent salesman, just as much as you need any other group of customers which you appeal to and sell, through other general advertising mediums.

THE JOHN BUDD COMPANY  
Advertising Representatives,  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

we have twelve color schemes, each of which may be varied and generally improved by moving down one space in the right-hand column. That is, orange and blue gray is improved by making it orange and blue purple gray (the latter color is a deep *violet*, but may be carried in depth clear down to black, of course). And again, moving *up* one space in the right-hand column will often improve the scheme and fit the needs of the design much better than either the complement deepened or "moving down."

Now for the selection of color for stock. Since warm colors are demanded oftenest for the strong spots of the design on account of their greater pleasing and interest-exciting qualities—the stock had better be a pale tone of the red-orange, orange, orange-yellow, or yellow colors. These are all cream and buff tones. But very valuable colors lie in the pale yellow-green, green, green-blue, and blue-purple colors.

The pale tones of purple, purple red and red have been left for separate mention because they are all variations of "pink" and are not nearly so pleasing or appealing as the other colors. They are liable to be weak, insipid, and consequently worthless for our purpose.

In laying out the color for stock and two inks let us refer again to the list of complementaries and consider that for our stock color we use the pale tone of our predominant ink color and we have made a list of nine color schemes (leaving out the pale tones of purple, purple red, and red for stock) and then if we use pale tones of the color in the right-hand column we have nine more color schemes (with the same omissions). Now all of these may be varied and improved by the moving down or up, suggested before, and of course there is limitless range for variation in the particular brilliancies, depths, warmth, coolness, etc., of each of the colors employed for any particular design. The creams and pale buffs mentioned as being the light tones of the red oranges, oranges, yel-

lows, etc., are largely interchangeable and it will be found that what is given here is only a starter.

Finally, designs showing figures, landscapes, the article advertised, etc., give one a good "handle to take hold of." For instance, if a stock is selected which will approximate the tone of the faces of figures, or the color of a number of trees or of the sky or of the object advertised or of the lettering or what not, the rest of the colors are easily fitted to their purposes. And then their depth or paleness or brilliancy is a matter of experience, or trial, or necessity.

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#### BILL TO TAX REALTY CARRYING ADVERTISEMENTS.

A bill has been introduced in the New York Legislature by Assemblyman Graubard, of New York City, amending the tax law by inserting a new section in relation to public advertisements.

The measure provides that all real property upon which there shall be put any billboard or public advertisement of any sort shall be assessed additionally because of such advertisement. No person is to be taxed for advertisements upon this property put there without his consent and for which he receives no compensation, provided he removes the advertisements within a reasonable time. The assessment is to be based upon the square feet of such advertising space.

The act does not apply to advertisements required by law to be made, nor to advertisements of goods for sale or the business conducted on the premises upon which or immediately adjacent to which the advertisement is placed, nor to notices that the premises are for rent or for sale.

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#### SOME GEMS RESCUED FROM HOUSE ORGAN OBLIVION.

Bon Ami advertises that it "Hasn't scratched yet," and Cuticura is advertised by the testimonial of a man who "Scratched for twenty-eight years." If you're in the newspaper business you can use neither plan to advantage, because you have to scratch all the time. —*Poor Bob's Almanak.*

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William E. Seip, Jr., who for six years was with Guy Osborn, representing in Chicago the Boston *Globe*, New York *Sun* and other papers, and who for the last two years has been with the Hearst organization, has joined the Chicago office of the Paul Block Special Agency.

# 100 Per Cent

of the news published in the average daily newspaper is not worth while. An educator classified the items in one of the leading newspapers of New York for three months, and reports that out of 9,969 items printed, 2,285 were demoralizing, 1,084 unwholesome, 2,100 were trivial, and only 3,900 were worth while.

Compare this 39% which is

## GOOD

with The Christian Science Monitor, in which not one item of news appears, the effect of which is debasing, demoralizing or destructive. This leaves 61 per cent more space for news which is interesting, instructive and constructive. This insures for

## The Christian Science Monitor

a following of discriminating, intelligent, appreciative readers which makes successful any national advertising campaign entrusted to its columns.

TWENTY CENTS AN AGATE LINE

BOSTON, MASSACHUSETTS

Four editions each week-day.

## WHAT ADVERTISERS SAY OF HOUSE ORGAN RE- SULTS.

VALUABLE DATA COLLECTED FROM  
MANUFACTURERS BY TECHNICAL  
PUBLICITY ASSOCIATION—DIRECT  
RETURN IN LARGE FIGURES—INDI-  
RECT BENEFITS EVEN GREATER.

"Our house organ," says a New York manufacturer supplying a patent material to the railroads and contractors, "costs thirty-seven per cent of our total advertising expenditures, and we receive four times as many replies as from all other advertising. In 1906 and 1907 our sales to railroads remained stationary, although we had twice as many traveling men in 1907.

"In January, 1908, we started our monthly and our sales, in spite of the panic, jumped 130 per cent over either 1906 or 1907, while in 1909 our sales to railroads were two and one-half times as much as in 1908. We consider this increase to be due entirely to our house organ, and call it a remarkable, tangible result."

Testimony of this sort is by no means unusual. The manufacturers who have given serious attention to their house organs and sought to develop their possibilities as they have developed their correspondence and sales organizations have been rewarded in a proportionate way. In the getting of direct returns, in cultivating harmonious relations with the dealer, in "educating" him, in affording a check against substitution, and lastly in raising the whole tone of the house putting it out, the house organ is often extraordinarily effective.

This is largely because an ably edited house organ is relatively rare. There are one million business houses, and 500 house organs; and less than 50 of the 500 house organs have marked merit. Some are mere leaflets, or even developments of the post card.

A searching inquiry into the value of house organs, made by the Technical Publicity Association

of New York less than a year ago, revealed a unanimity of opinion among the manufacturers who publish them in their favor.

"We find the house organ a splendid results producer," says the Buck Stove Company.

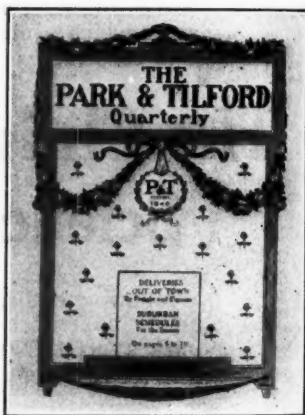
"The most valuable direct advertising we know of," says the Willys Overland Company.

A well-known machine company traced sales in 1908 due to their house organ amounting to \$18,000, and in 1909 to \$76,753.

A pottery concern in Trenton, N. J., last year put a notice of a new catalogue into its house organ, and from an edition of 11,000 received more than 1,000 inquiries. Many architects, building contractors and jobbers responded, besides the regular trade.

A large manufacturer of Philadelphia had during 1909 at least three orders directly due to their magazine, which orders aggregated \$27,000.

Such instances might be multiplied. The indirect results must be even greater. There are many evidences that dealers read and preserve the organs. The Water-



ONE OF A NUMBER OF HOUSE ORGANS FOR  
BIG STORES.

bury Watch Company got orders on blanks five and six years old. It has been found much easier through them to influence the dealer to use trade helps. They



bring about, as the Columbia Phonograph Company testifies, constant correspondence with dealers, of a satisfactory nature, of course. They impress the trade as circular letters generally do not.

As to the relative value of the house organ as compared with periodical advertising, trade journal, with circulars, etc., there is some diversity of opinion. The general view is that the house organ is best employed as a supplementary form of advertising. Clark E. Schurman of the Dean-Hicks Printing Company of Grand Rapids, Mich., believes that it should "follow and intensify magazine and trade-paper publicity to sustain and perpetuate the buyer's interest."

The Globe Machine and Stamping Company, Cleveland, found that its *Silent Partner* produces more inquiries than four other mediums combined. F. A. Hardy & Co. considers its house organ more valuable to its business than all other methods. A large manufacturer of gas engines says that its house organ is its only method of advertising.

"The most valuable work done by the *Dutch Boy Painter* magazine," reports the National Lead Company, "is the decidedly greater interest it is stimulating among painters and dealers in our white lead. We used to offer it by letter, mailing cards, etc., with scarcely a nibble. Now they order it eagerly."

#### JEWISH NEWSPAPER ASSOCIATION FORMED.

A Jewish Newspaper Association, with offices in the Tribune Building, New York, has been formed to represent the following publications: *The Daily Jewish Courier*, Chicago; *The Jewish Daily Press*, Cleveland; *Philadelphia Jewish Morning Journal*; *The Jewish Daily Eagle*, Montreal, and *The Jewish Record* (Weekly), Chicago.

#### LEGISLATOR ASKS SWORN CIRCULATIONS.

A bill introduced in the lower house of the Oklahoma legislature Monday by Representative Clark, of Atoka, provides that papers and magazines must make sworn statements of their circulation, daily papers at least once a month, and magazines or weekly papers quarterly.

## Shopping

The woman  
who shops in  
The Woman's  
Home  
Companion  
does not need  
to decide  
whether an  
advertisement  
is honest.  
She only needs  
to decide  
whether she  
wants those  
goods.

Have you asked her  
to want yours?

## THE AGENCIES AND TRADE PAPER COMMISSIONS.

BOTH SIDES OF VEXED QUESTION  
HEARD BY TECHNICAL PUBLICITY  
ASSOCIATION—INTERESTING DIS-  
CUSSION ON VALUE OF SOUVENIRS  
—MR. BALMER SPEAKS ON COPY.

"It's a blunder for the trade-paper organization not to allow advertising agencies a commission on business," said Thomas Balmer, advertising director of *The Woman's World*, before forty members of the Technical Publicity Association dining at the Aldine Club on February 9.

"The reason why trade or, at any rate, technical papers, do not allow commissions to agencies is that the agencies cannot furnish technical copy," said Louis Pelletier, advertising manager of *Machinery*. "And they cannot furnish technical copy because they do not and cannot familiarize themselves with the technical nature of a product under existing conditions. The payment of commissions would not change these conditions. The largest commission possible would not compensate an agency for the time and effort necessary to educate its writers. The technical press is gradually developing a service for advertisers which seems to answer all practical purposes. Why should it pay commissions when it has to support its own service and do the whole work?"

H. Wentworth Floyd, also of *The Woman's World*, third speaker of the evening, thought that it put a tremendous strain on an advertising agency to ask it to hand a large slice of an advertising appropriation over to the trade papers without getting a commission on it. "Should the agent, acting as credit man and clearing house of the advertiser handle, say, thirty-five per cent of his appropriation and charge nothing?" he asked.

J. J. Rockwell, of the McGraw Publishing Company, made it clear that whatever views on the subject were entertained by the agency, the trade and technical press was a necessary part of most campaigns and could not be neglected except to the detriment of the advertiser. He was supported in this assertion by Mr. Balmer.

A very interesting discussion of the value of souvenirs, many of which were displayed by members, showed a general feeling that the extent of the benefit afforded by souvenirs was largely undetermined and that much of it was open to serious suspicion. Direct results could not be traced. The good will cultivated by souvenir gifts of the right sort must be considerable, but there was nothing measurable to prove it.

L. F. Hamilton, of the National Tube Company, Pittsburg, showed a range of souvenirs from paper-knives and desk weights to expensive watch fobs and badges, most of them made of the seamless tubing manufactured by the house, and in some cases of the nature of samples. Mr. Hamilton declared himself as opposed to souvenirs

which do not represent the product.

Mr. Floyd gave instances of the enormous waste of souvenirs as seen by him at expositions and fairs, where children got expensive souvenirs meant for adults, and women catalogues meant for dealers, etc.

H. M. Horr, of the Oakland Chemical Company, thought with Mr. Hamilton that there should be some connection between the souvenir and the product. His concern is using a somewhat expensive booklet hanger containing suggestions for use in emergencies, and a pocket medical dictionary. He thought both of these had helped.

C. R. Lippmann agreed that the souvenir should bear some relation to the product advertised, though he instanced examples of account books, which had been given as souvenirs and had, he believed, done good service.

Mr. Harn exhibited souvenirs distributed by the National Lead Company to dealers in the shape of figurines of the company's trade-mark, the "Dutch Boy Painter," and a tin cut-out of the same for match-safe. He questioned the real value of souvenirs, however.

There was another phase. The company's salesmen were pressing for an "ice-breaker." The company itself was anxious to get the salesmen out of the beaten track to the dealers and send them out also among the painters. This might assist them. He did not care particularly for the effect of souvenirs on the painter, but wouldn't it be a good thing for the company to buy its salesmen with?

Mr. Balmer suggested that the utility and popularity of a souvenir were no proof of its advertising efficacy. It appeared that several of those present were carrying souvenir pocket-books and memorandum books, and had been unable to recall where they got them or what they had advertised.

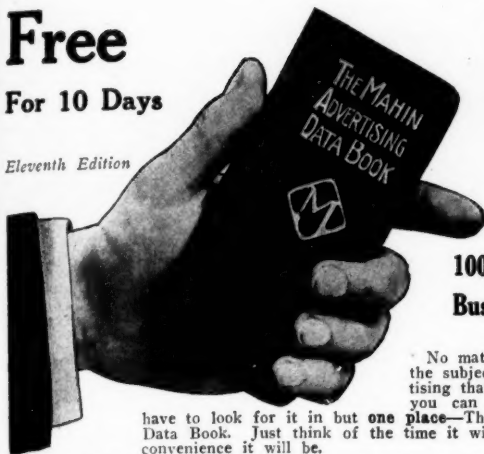
As an interesting exception to the general opinion that a souvenir should represent the product advertised, Mr. Floyd instanced a set of photographic views of Germany which his salesmen at one time had used with great effect.

Mr. Balmer, in his talk on advertising copy, held up three or four pieces to contumely as violating fundamental principles. Every good ad, he said, should tell what is the article advertised, what does it do, what is it going to cost, and where can you get it. The fault of the ads mentioned was that the blind, impracticable, indirect introductions killed whatever chance the body of the ads had. Such advertisements were a waste of space.

Most people had no idea whatever as to what constitutes adequate advertising. One of the greatest services that could be done advertising would be to tell what could be done and what could not be done by advertising. It was a remarkable thing to him that the big advertisers of the country, spending from \$50,000 to \$500,000 a year had not sense enough to combine and conduct an investigation into the matter. He himself would gladly contribute \$1,000 out of his own pocket if forty-nine others would do the same towards carrying out Mr. Kennedy's idea of an institute of research.

**Free**  
**For 10 Days**

*Eleventh Edition*



# THIS BOOK

**Answers  
Over**

**100,000 Sales and  
Business Problems**

have to look for it in but **one place**—The Mahin Advertising Data Book. Just think of the time it will save you and the convenience it will be.

No matter what question on the subject of sales or advertising that you want to know, you can feel sure you will

## Did You Ever Want to Know at a Moment's Notice—

How to get out effective catalogues and literature?  
Banking strength of various cities?  
Wages per day of various lines?  
Volume of 50 leading exports and imports?  
How to secure a copyright or patent?  
Number of towns of various sizes in different states?  
Detailed data concerning over 3500 publications and over 3000 billposting plants?  
The closing dates; the column width of a magazine?  
What newspapers can use mats?  
Cost of posting any town in the United States or Canada?  
Detailed cost of street car advertising? 1910 census figures?  
How to correct a proof so that the printer can understand you?  
Type—How many words to the square inch, etc?  
How many dealers in the different lines in the various states?

**Statistics** covering hundreds of important facts, such as family incomes and expenditures, laborers, wage earners by classes, city and country.

## How to Judge an Advertisement

John Lee Mahin's famous Ten Tests have been rewritten by him and broadened in their scope. The Ten Tests are an exclusive feature of the Mahin Advertising Company and are published only in the Data Book. These tests are not mere theories. They have been applied to this advertisement.

## Let Us Send the Data Book on 10 Days' Free Trial

**\$3.00** 350 pages in leather and gold, yet it will easily slip into your vest pocket. If at the end of ten days you want to keep the Data Book send us \$2.00 and we will send you for one year the Mahin Messenger—  
**\$2.00** which alone costs \$1.00—containing every month, short, snappy, up-to-date sales and advertising talks

The Data Book answers these questions and over 100,000 others on selling and advertising—all thoroughly indexed and ready for instant reference.

**New Features:** Estimated, as well as sworn circulation of newspapers and magazines. Listing 365 trade papers in 58 lines. Exact amount to the penny required to cover any town with any sized poster. New and authoritative chart showing how to make scientifically correct color combinations.

**This is why the Data Book is used daily by such well known advertising managers as**

G. H. E. Hawkins of The N. K. Fairbank Co., J. J. Stokes of Marshall Field & Co., J. M. Campbell of The Proctor & Gamble Co., S. C. Dobbs of the Coca-Cola Co., E. St. Elmo Lewis of The Burroughs Adding Machine Co., J. W. T. Knox of Chester, Kent & Co., W. B. Morris, Northwestern Knitting Co., E. L. Shuey, The Lowe Bros. Co., H. Jenkins, Cable Piano Co., C. B. Hamilton, Berkey & Gay Furniture Co., Chas. H. Townsend, Jr., Brown-Durrell Co., R. H. Morrow, Comptograph Co., H. A. Jones, Stromberg Electric Co., Fred Wonser, Baker-Vawter Co., and by 5986 other advertising managers, sales managers and salesmen.



## Mahin Advertising Company

JOHN LEE MAHIN, President WM. H. RANKIN, Vice-President  
H. A. GROTH, Secretary

834-884 American Trust Building, 125 Monroe Street, Chicago  
Newspaper, Magazine, Farm Paper, Trade Paper, Street Car  
and Outdoor Advertising

## HEARST AND MUNSEY DIS- CUSS ADVERTISING TAX "RIDER."

TWO FAMOUS PUBLISHERS OF BOTH NEWSPAPERS AND MAGAZINES POINT OUT THE MISTAKE IN THE PROPOSAL TO REPRESS MAGAZINES—MUNSEY THEORIZES UPON DOING WITHOUT ADVERTISING ALTOGETHER.

Advocates of the proposed increase of second-class postal rates on advertising have been charging magazine publishers with fighting for a profitable special privilege.

However, the two men in the publishing field whose interests are as much and more in the newspaper as in the magazine field, and who may be looked to for the least bias in discussing the subject, have just spoken with deliberation, and are against the proposal.

Mr. Hearst (who, together with a member of his family, owns *Cosmopolitan* magazine, *Motor*, etc.) takes a positive position:

I consider the gradual reduction of the price of the magazine from thirty-five cents to ten and fifteen cents to have been one of the most beneficial achievements of the nineteenth century, since it placed this good literature and valuable information within the reach of almost every American citizen, and added what may be called a post-graduate course to the education furnished by our public schools.

The magazine is so creditable a production and so valuable an influence in American life and growth that it is almost as important that magazines of good character should be cheap as that public schools should be free.

A stand like this is unequivocal for the consideration of the public press as an institution of public service, which like the railways, should properly be fostered at the lowest consistent cost.

As to the entirely proper inquiry concerning magazine costs and profits Mr. Hearst says:

The magazines which are so cheap nowadays as to be within the reach of all are not cheaply produced. On the contrary, they are very expensively produced. They are produced on the best paper, with the best type, with the best art work, and with the best literature, and they can only be sold at a cheap price because of the advertisements which they carry. The profit on these advertisements is the thing which enables the best class of artists and the

best class of writers to be engaged, and high-class art work and high-class literature to be disseminated at a small price to the general public.

The attempt to tax these advertisements, therefore, is an attempt to tax out of existence either the high quality of the magazine or the low price of the magazine.

Then follows a lengthy discussion of the question of the cost of carrying second-class mail. Says Mr. Hearst:

I know something about the cost of distribution of publications. I know something about the reasons for the excessive cost of distribution in the post-office. And I say that the high cost of distribution in the post-office is largely due to loose and careless and reckless methods, to antiquated systems and incompetent methods.

I know, personally and positively, of an instance where the great mass of Western mail was sent over one railroad and when the bulk of it was transferred to another railroad all the postal clerks previously employed were maintained on the first railroad for over two years after the mail had been transferred.

The *Evening Journal*, without any of the powers of the great United States Government behind it, distributes its product for seven-tenths of a cent a pound, and included in this average is the one-cent-a-pound rate paid to the Government for copies mailed. Obviously, then, the proportion of the product which is not carried by the post-office is delivered for much less than seven-tenths of a cent per pound.

The *New York American* distributes by mail and express 303,584 pounds of daily and Sunday papers every week at a cost of \$1,655.17, or a little over one half a cent per pound. This average includes 28,022 pounds sent by mail at one cent per pound, so obviously, the average of matter not distributed by mail is less than one-half a cent per pound.

The magazine publishers could get together and distribute their own product as cheaply as the Government now distributes it, or more cheaply, if the Government would allow the magazines to have the privileges which it arrogates to itself.

### FRANK A. MUNSEY'S COMMENT.

In a booklet just issued containing his views, Frank A. Munsey, owner of a string of both newspapers and magazines, gives a restrained and able analysis of the situation, taking at the outset this broad ground:

I do not like the present bill before Congress for increasing postage on periodical matter. I do not like it because I do not think it is right and square. . . . It proposes no advance in rate for newspapers.

I am not opposed to it, however, on the ground of an advance in rate. I am perfectly willing that there should be an advance in the rate of postage on

any or all of my publications, magazines or newspapers, if it be the wish of the people that such an advance be made.

His faculty of analysis strikes plumb into the middle of what many consider a chief objection to the plan proposed—the difficulty of segregation:

If frequency of issue is not an essential quality of the "newspaper," may it not be possible for a monthly or a quarterly to be a newspaper? What percentage of news must a weekly paper or a monthly publication carry to be classified as a newspaper, and how can the Government justify itself in charging a less price for a publication carrying a certain percentage of news than for a similar publication with no news? Would not the cost to the Government for the service be the same, assuming the haul to be the same?

And what is news? This, too, is a pretty elastic term. There is news of happenings, and there is creative news—news dug out of facts, deductions, analyses—all of which are just as much news as the report of a prize fight or a conflagration.

Moreover, how about the Sunday paper, which is a feature paper, with its magazine sections, its comic sections, and a little of everything, including paper dolls, paper houses, paper menageries, and one kind of gimcrack and another.

Then taking up what he recognizes as arbitrary class distinction, Mr. Munsey says, pertinently:

Why give an advantage to weak publications, which in the very nature of the case must, because of their weakness, publish less meritorious matter for their readers?

The weak publications cannot afford to spend the money that the big, prosperous publications can afford to spend and do spend. Wouldn't the effect of a law of this kind be to minimize enterprise—to put an embargo on enterprise, tending to destroy the usefulness of the more important publications by crowding them to the wall through the process of differentiation in favor of the cheaper product?

Mr. Munsey's spirit is wholly conciliatory, and he makes the following suggestion:

Whether the department should demand that the publishers to whom it gives the second-class privilege should let it handle all their business, short hauls as well as long, is a problem that might well be considered. I am, and have been for a dozen years, quite willing as one publisher to take this question of second-class postage up with the Government and try to work out mutually a system that ought to be fair to both publisher and Government.

However, having made this constructive proposal, Mr. Munsey proceeds to deliberate upon the broad, general subject of advertising:

## TEXTILE WORLD RECORD

### Covers the Textile Field

If you sell machinery, equipment or supplies usable in textile mills, this is the medium that will help you increase your sales.

The TEXTILE WORLD RECORD is subscribed for by those men in the mill who have the say in the spending of \$200,000,000 annually, for products like yours.

These men read this strong and influential journal because it is full of valuable information along the machinery, equipment and supply line.

An investigation will prove to you that a very large proportion of our 400 advertisers use no other publication in the textile field. There is but one reason why so many advertisers of textile machinery, equipment and supplies are prejudiced in favor of the TEXTILE WORLD RECORD—you know that reason.

Why not write now for evidence of this medium's advertising value to you?

**LORD & NAGLE CO.**

PUBLISHERS

144 Congress St., Boston, Mass.

## What the Gibson House Organ Service Can Do For You

is best indicated by what it is doing for others.

One of the foremost National Advertisers, both in size and sagacity, is using it to solve his substitution problem.

A large technical concern wrote: "It reaches people that we cannot reach in any other way."

The peculiar "Good-Will-generating" flavor of David Gibson's pen appeals to people of all strata. It has brought forth the most cordial expressions from big and busy executives, from clerks, salespeople and mechanics.

Gibson House Organs have produced direct orders in addition to good will.

And since "good will" is the most precious of all business assets, isn't it worth your while to look into the Gibson service as a "good will dynamo" in your sales campaign?

Busy Advertising Managers find the Gibson service a great relief from tedious editorial and printing details.

**The David Gibson Co.**  
*House Organ Publishers*  
**Caxton Bldg., Cleveland**

Eastern Office:  
37 East 28th Street, New York.

When Mr. Cottelyou was Postmaster-General he asked me if I could give him a suggestion as to how best to deal with publications which were simply advertising sheets—publications, I think he meant, that had little or no real purpose save that of purveying advertising for a consideration. I answered that if the Government were to insist upon a net subscription price that would cover the cost of paper, press-work, binding, and circulation, the difficulty he had in mind would be met and overcome.

In the intervening years I have seen no reason to change my mind on this point. I believe a ruling of this kind would work out admirably, and would minimize a lot of circulation that works to the disadvantage of better grade publications and overloads the mail with advertising matter. Moreover, I believe it a sound business policy that these charges—white paper, press-work, binding, and circulation—should be met by the net amount of money received in the way of annual subscriptions or through the news trade.

In my own business, though I have sold my magazines at a very low price, I have always maintained that they must be independent, wholly independent, of advertising matter. *Munsey's Magazine*, and my other magazines, are, and always have been, independent of advertising. Without a line of advertising, they would have made more money for me than I should have had any right to spend.

Net advertising revenue, after all, is a good deal of a delusion. There is not the profit in advertising that many publishers are wont to fancy and that the general public fancies. I am speaking now of magazines which call for an extra page of white paper for every page of advertising.

People suppose, when they see a large number of advertising pages in a magazine, that the reading pages have been given up to advertising. But this is not the fact. Magazines are made up of exactly, or almost exactly, a standard number of reading pages, and advertising paper is added to meet the requisite number of advertising pages.

When the cost of getting this advertising is considered—the cost of traveling men, commissions to advertising agents, the cost of handling it in the office, of setting it up in the composing room, of stereotyping and of printing it, including the white paper; of binding, shipping, postage, bookkeeping, collections, and the greater management cost and larger rent because of this advertising—the net profit is ground down pretty fine. Without any advertising, all this additional paper and weight and expense of one kind and another are saved, and without these, a reasonable net subscription price on a big circulation yields a handsome income. More publications have gone to the wall on the theory that they accept subscriptions at any price, depending on advertising revenue to make good the losses, than for any other cause.

Edwin S. Slocum, of the Richard A. Foley Advertising Agency, of Philadelphia, died February 15.

# A COLLEGE PROFESSOR IN SEARCH OF A FUNDAMENTAL PRINCIPLE.

THE UNIVERSITY OF CHICAGO.  
CHICAGO, Feb. 21, 1911.

Editor of PRINTERS' INK:

Here is a problem for which I desire a solution, as it seems to me to involve fundamental principles of advertising.

Your opinion coming, as it would, from an authority on this subject, would be very valuable and considered a great favor.

The question is, in the use of the standard journals of the trade, is it best for the manufacturer, when the magazine is published twenty-four times a year, to use full pages one-fourth of the time, or half-pages every issue when the difference in cost is very small?

H. BENJ. WILK.

[Yes, there is a "fundamental principle involved" in this question. But it is a different kind of a principle from that in the mind of our correspondent. It goes back to the old axiom that generalities are dangerous. A good rule for one advertiser is very bad for another. What shall be the size of the ad and how often it shall appear are questions governed by the proposition itself. A

great baking powder success has been built up on small ads frequently repeated, while the Encyclopædia Britannica requires large space and informative copy. The college professors who are engaged in reducing advertising to a science would do well to start out with the "fundamental principle," that advertising is not a ready-made, but a tailored-to-order proposition.—Ed. PRINTERS' INK.]

W. L. EDMONDS WITH CANADIAN  
MERCHANT COMPANY.

After eighteen years with the MacLean Publishing Company, during the last ten years of which he has been general manager, W. L. Edmonds has acquired an interest in the Canadian Merchant Publishing Company, of Toronto. The company already has three or four publications, but in the next few months will start others. When leaving his old firm Mr. Edmonds was presented two handsome house chairs by the Montreal and Toronto staffs, and a mahogany desk chair by Colonel MacLean, the president.

The technique of printing and publishing is a new course of study at the University of Wisconsin in connection with the course in journalism.

THE INTERNATIONAL STUDIO is remarkable for three reasons:

☛ The March number is probably the most beautiful magazine issue of the month. ☛ It has the largest \$5-a-year monthly circulation in the world. ☛ The most conspicuously successful advertisers of furniture, pianos and automobiles use its pages regularly.

ARTS & DECORATION, at \$2 a year, has a much larger circulation, with less than 10 per cent. duplication. It offers the best service at \$120 a page among well-to-do people who apply decorative art to their dwellings.

One-page advertisement in both THE INTERNATIONAL STUDIO and ARTS & DECORATION costs \$200, less annual (or three-page) discount as earned. 224 lines cost \$106.66.

This space is worth the price you pay for it and more. April forms close March 8.

JOHN LANE CO. ADVERTISING DEPARTMENT ADAM BUDGE, Inc.  
WALTER A. JOHNSON, Manager, 110-114 West 32d St., New York



# The Only Kind of Stock-Watering that



Affect COMFORT'S FINE BREAD

has been sagging off under the depressing influences of excessive watering, high finance and political agitation the lands and stocks and products of COMFORT'S



has been sagging off under the depressing influences of excessive watering, high finance and political agitation the lands and stocks and products of COMFORT'S farmer readers have been steadily advancing in value.

## National Advertisers are introducing their goods among the farmers and thus establishing a market which is exempt from the effects of panics, strikes, industrial depression and political upheavals by Advertising in COMFORT.

The nation-wide rural circulation of COMFORT reaches more prosperous, progressive, property-possessing farmers than does any other one publication.

COMFORT is the farmers' all - round family monthly and is read with interest by every member of the household.

Forms close 15th of month prior to date of issue. Apply through any reliable advertising agency, or send direct to

**W. H. GANNETT, Pub., Inc.**

Augusta, Maine.

NEW YORK OFFICE:  
1105 Flatiron Bldg.  
WALTER R. JENKINS, JR., Representative

CHICAGO OFFICE:  
1835 Marquette Bldg.  
FRANK H. THOMAS, Representative

We are the exclusive  
National Selling Agents  
for the space of more  
than three-fourths of the  
cars in the United States,  
Canada, Cuba, Mexico,  
Porto Rico, Brazil and  
the Philippine Islands

**STREET RAILWAYS  
ADVERTISING COMPANY**

HOME OFFICE: FLATIRON  
BUILDING, NEW YORK

WESTERN OFFICE  
FIRST NAT'L BANK BLDG.  
CHICAGO

PACIFIC COAST OFFICE  
242 CALIFORNIA STREET  
SAN FRANCISCO

## CHOICE OF TYPE IN PREPARING COPY.

THE OLD FAMILIAR FACES THE BEST  
—WHY UNOBTUSIVENESS IS THE  
BEST TYPOGRAPHICAL CHARACTER-  
ISTIC — CONSISTENT TYPE-STYLE  
IMPORTANT FACTOR IN SECURING  
CUMULATIVE EFFECT — ADDRESS  
FEBRUARY 4 BEFORE BUFFALO AD  
CLUB.

*By Harold Hodge,*

Advertising Manager of King Sewing  
Machine Company, Buffalo.

To me typography is a means, not an end. To a printer typography may be an artistic end to be accomplished, but to an advertiser it is of importance, as being another of the many elements bearing on the strong presentation of the selling arguments he is trying to convey.

Since beauty is not necessarily synonymous with pulling-power, we advertisers are not concerned primarily with the beauty of our typography, but with those elements that our experience tells us help in the maximum degree to *get the money*. Good typography leads to the effectiveness of copy in exactly the same manner that an accurate enunciation lends force to the arguments of the traveling salesman.

If the salesman's selling arguments are presented in a clear, resonant, strong, forceful voice and manner, containing to a maximum degree that illusive quality, attractive personality, he will get attention, will be heard and will lend to his arguments added weight because his voice rings sincere, carrying conviction.

What a salesman's voice is to him, type is to an advertiser. The same clearness, strength, force, and personality can be attained through type and type effects as through the spoken word.

And yet how careless we are—about typography! Many an advertiser who would not send a salesman out on the road who suffered any serious impediment of speech seems to delight in sending out printed salesmen that suf-

fer miserably from typographical harelip.

The day of the advertising millennium will arrive when all advertisers will resist the temptation to indulge in typographical gymnastics in order to get attention.

To effect a sale you have to convey force, dignity, sincerity, personality and other characteristics which cannot be reconciled to freakish typography.

I don't want my reader to say, "What striking typography!" "What a clever idea for an ad!" "What an ingenious display!" I want him to say, "That sounds logical, square, sensible; I'll buy it." And strong, clear types such as Caslon, Old Style, McFarland and Modern are more readable and attractive than most others and will assist in securing this effect when unusual types, however attractive, often fail. They are more common, but, just as brown and green are the commonest of Nature's colorings, they are by this very fact the most pleasing to the eye. They are more legible and that is what we are after.

*One of the most valuable uses to which typography can be put on its own account is in securing cumulative effect in an advertising campaign.*

By maintaining the permanent typographical character a relation can be established in a series of advertisements which assists cumulatively in the general results on exactly the same principle that a trade-mark is valuable. Where a firm advertises constantly, appearing repeatedly before the same eyes, as in department-store advertising, general publicity, etc., or where a chain of arguments is run, one ad to an argument, this typographical cumulative effect is tremendous. This typographical consistency is so well appreciated that the advertisers and all advertising managers for large department stores have the same men set their ads always.

Perhaps the most typographically critical of all department stores is Wanamaker's, which, at one time, actually set its own ads and this is practically what it does at present, as I have seen at the

# Buckeye Covers

*You are Wasting Money* on your advertising matter; and you will continue to waste it just as long as you continue to disregard the proven facts about Buckeye Covers.

You can't judge them by the price; you can't judge them wholly by examining unprinted sample sheets. You must see an assortment of *printed proofs*. We'll send them to you if you will tell us what your next piece of Trade Literature is to be.

Write today and let us demonstrate to you, in your own interest as well as ours, exactly how and why the use of Buckeye Covers will enable you to *increase the effectiveness of your advertising literature without increasing its cost.*



Made in 15 colors, 3 finishes and 3 weights. Sold by representative jobbers in all principal cities. Sample book free if requested on your business letterhead.

**The Beckett Paper Co.**  
MAKERS OF GOOD PAPER  
in Hamilton, Ohio, since 1848

See our exhibit at the Chicago Business Show, March 8-15, space 54, where a practical demonstration of high embossing on Buckeye Covers will be given.

North American men who for years have never set any other copy than Wanamaker copy.

This typographical consistency is of especial value to many businesses which are hard to advertise, such as, for instance, banks.

In general the typography of an advertisement should bear out the character of the article to be advertised.

Barnum, one of the most successful advertisers who ever lived, advertised the Biggest Show on Earth in the biggest typographical displays, and his awe-inspiring gymnastic features were depicted in the most "awe-full" colors and effects. But in trying to sell articles of an artistic nature artistic type effects consistently apply.

The requirements of most of us, however, lie between extremes. We have certain good, strong, clear, selling arguments to present and we cannot do better than to present them in good, strong, clear body types, such as Caslon, Modern, Old Style and McFarland using the same body type throughout in as few sizes as may be consistent, using the italics, full-face and underlining in preference to the introduction of a new type face, and display lines of the same or similar type.

Too many type faces will destroy the force of the ad or other literature as surely as one display line too many will destroy the force of display lines otherwise strong. Either in display lines or body matter I prefer italics if I'm quoting. If I mention price in display the figures representing the cents are half the size of those representing the dollars, and the dollar sign is the same size as the cents.

A generous use of white space is to be advocated in general publicity and retail copy, but is not often possible in mail-order copy.

In mail-order copy, if 6-point, or even agate, is used and set close (often running display lines in the copy in 12-point full-face Gothic caps or similar faces which have no serifs and very little shoulder), a very bold though possibly cold effect is secured—not a masterpiece of typographical

beauty but securing (in lieu of white space) a gray effect of small, clear type against which cuts and display stand out strong.

A few very carefully considered display lines will stand out against this gray without the use of white space.

The reason mail-order advertisers use gray instead of white space is that mail-order advertisers have to tell more of their story than publicity or retail advertisers and your gray consists of selling argument, while white space is a tribute to typographical beauty which you nevertheless pay for at an average of a dollar a line.

Moreover, the mail-order class will read agate if your display lines are catchy and your copy is what it should be.

Another reason for the necessity of tight copy of mail-order advertisers is the expense of the space. Yesterday I took out one line of white space in the depth of a 60-line 3-column ad and by shortening it just one-fourteenth of an inch saved \$24 in a single insertion in *The Woman's World* in which space costs more per line than in any other periodical in the world. In the next two months that white line would have cost them about \$400.

Typography should be so unobtrusive as to demand no conscious attention on the part of the reader to the service it is performing. Like a good waiter, it should require no attention on its own account. When you have been perfectly served you can not only not tell what your waiter looked like but you can't even recall his putting down a dish, so subtly, unobtrusively and perfectly was his service rendered.

It seems to be a law that perfect service cannot be rendered if that service makes any demand upon your attention purely on its own account.

Typography is *service*. As a waiter it conveys your dishes of arguments to your prospect, who awaits to devour them if they look good to him. It conveys your tidbits of reasons in any way you wish.



An advertiser wrote us the other day, and said he had been reading the GRIT advertisements. Said our story impressed him, and that he would like to do some business with us, but being from Missouri, wanted to be shown. "I am looking for the kind of circulation GRIT has, and can do business in the smaller towns and villages, but get down to brass tacks and give me some information regarding results."

Here you are, quick.

We have the record of an advertiser who recently spent \$31.84 for an advertisement in GRIT, and up to a month ago he had received in returns \$304 in cash. His second advertisement cost \$39.42, and up to a recent date he had received \$832.35; thus on an investment of \$71.26, he received in actual cash, \$1136.38.

This advertiser's proposition is one that appeals to the thrifty, wage-earning and substantial residents of the smaller towns and villages of the country.

These are bona fide statistics, and we are prepared to guarantee their correctness. We will be glad to tell you more about it, if you will tell us where you are, and when you will talk to us.



can make money for you, too, if you will only appreciate that its 13,000 agents sell more than 240,000 copies of GRIT every week in the year, in the small towns and villages of the country, and collect five cents per copy from each person to whom they deliver the publication.

We can give you some surprisingly valuable information about GRIT, if you will simply say the word.

#### THE JOHN BUDD COMPANY

Advertising Representatives,  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

## LIST OF NEARLY FIVE HUNDRED HOUSE ORGANS.

HOUSES CLOSEST TO ADVERTISING,  
LIKE PRINTERS AND ENGRAVERS,  
USE ORGANS MOST—HARDWARE  
LINE IS HIGH UP.

### I.

There are about 500 house organs proper published in the United States, and the following list is very nearly complete. If the periodical announcements of the newspapers, magazines, book-publishers and advertising agencies were here included, as they are not, the list would be lengthened by a third.

Many periodical price-lists and catalogues have more or less the character of house organs, but they, too, have not been included in the list, except in instances where the house-organ character noticeably overshadowed the price-list aspect.

Even excluding the magazines and agency house organs, however, and keeping the list as nearly representative of the mercantile and manufacturing houses doing a business more than local, it is apparent those in the 500 cases listed the lines most generously represented are those having most to do with advertising, on its technical side. In addition, the house organs published by printers, engravers, lithographers number about twenty-five.

House organs are generally divided into three classes: Those for the dealer, those for the field and home organization, and those for the consumer. C. R. Lippmann, of New York, who was chairman of the Technical Publicity Association's special committee on house organs, makes six distinct classifications:

1. Internal house organs issued to salesmen and agents.

2. House organs for dealers.

In a general way, both contain a great deal of "uplift" and "spine-stiffening" material, arguments and illustrations about the goods in use, explanations and encouragements about using advertising helps offered, etc.

3. House organs for technical consumers, as architects and engineers.

4. House organs for the ultimate consumer.

5. House organs published by retail stores.

6. House organs carrying advertisements.

"The house organs published by manufacturers for the purpose of influencing the dealer make up three-quarters of the whole number," Mr. Lippmann believes; *Bucks' Shot*, published by the Buck Stove & Range Company, of St. Louis, is an excellent example.

Internal house organs, like the *National Cash Register*, constitute perhaps five per cent; those for the technical consumer, like *Roof Salad*, of the Genuine Bangor Slate Company, ten per cent; those like the *Reo Echo* and *Metropolitan*, five per cent; retail store organs, less than one per cent; and those which carry advertisements, like the Marshall-Wells Hardware Company's *Zenith*, five per cent.

The distribution of house organs is general. Hardware, hats, real estate, banks and trust companies, paper, each has its quota. The Sherwin-Williams Paint Company, publishes five organs, the *S. W. P.*, *Home Decorator*, *Colorist*, *Chameleon* and *Spectrum*—one to reach the dealer, another the consumer, another the architect, another the painter and another the salesman. The Carter White Lead Company publishes two organs. The National Lead Company is similarly represented. Several other houses in other lines adopt a similar policy, and turn the matter which would otherwise go out as circular letters into these organs.

The circulation of some organs is staggering. The Metropolitan Life Insurance Company, for example, distributes five million copies of its organ every other month to "prospects." The John Deere Plow Company distributes more than a million of *The Furrow* every quarter. The Sharples Separator Company puts out 900,000 monthly.

These organs go to consumers. The house organs for dealers do

not, of course, run into such huge figures. Circulations of 8,000 and 10,000 are common with them, and 20,000 and 30,000 not very rare.

The expenditure on house organs in the United States cannot be less than \$2,000,000 a year, and it would appear somewhat exceeds this figure. The cost varies from a cent or two per copy to twenty-five or thirty cents. The Standard Sanitary Manufacturing Company spends \$40,000 on its house organ and considers the money exceedingly well spent. This is exceptional. The tendency is toward smaller and less expensive magazines — something about the size and appearance of the "thumbnail" monthlies of some years ago. For three or four cents per copy, a manufacturer can get out a house organ of very creditable appearance and ably presented contents which will pull replies relatively as well as the expensive one.

Probably first in importance from a wholly national view-point is the hardware line. Even without taking in paint and auto supplies, they lead the rest of the list in number. Paint appears to come next. One house alone, the Sherwin-Williams Paint Company, has five organs. No other house in this or any other line appears to be represented by more than three. Clothing, hats and stockings embrace some twelve organs; shoes, ten; automobiles and automobile supplies, eleven; and machinery, twelve. Banks and trust companies are strong believers in these periodical remembrancers, having twelve; investments, three; and insurance of all kinds, nine. There are other lines which figure nearly as well, perhaps better; the figures given are not absolute, in the absence of full information concerning the lines of business. But even as it is, the list makes an impressive showing and will repay a little study. It has been made up from several sources, including the library of PRINTERS' INK and that of C. R. Lippmann, specialist in house organs. The list follows:

(Continued on page 52)



We have been emphasizing rather strongly the fact that the BINGHAMTON PRESS has over 22,000 daily circulation—greater than the combined circulations of all the other Binghamton newspapers.

Of course, this is *quantity* talk, and it might be well just now to touch upon the *quality* end of the proposition. We have made a study of Binghamton conditions, and are prepared to guarantee to any advertiser that the PRESS averages one copy per day to each home in that city.

So far as the quality of the circulation of the PRESS is concerned, we make this broad proposition:

We will give 1,000 inches of space in the BINGHAMTON PRESS, free to any one who can prove that there are 100 prosperous homes in Binghamton in which the BINGHAMTON PRESS is not taken regularly.

The quality of the circulation of the BINGHAMTON PRESS has never been disputed by any one who has even the slightest knowledge of Binghamton conditions, but as we said before, we have dwelt so much upon the quantity of the circulation of the PRESS, over and above that of its competitors, that it might do no harm to do a little dwelling upon the quality, as well, and thus prove to the advertiser, who really advertises for the purpose of selling goods in Binghamton, that he is doing himself, as well as his product, an absolute injustice, if he fails to use the BINGHAMTON PRESS.

No special reason for being so emphatic, but it does a little good once in a while.

THE JOHN BUDD COMPANY  
Advertising Representatives,  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

Title	Published by	Location
<i>G. W. P.</i>	Sherwin-Williams Paint Co.	Cleveland
<i>Home Decorator</i>	Sherwin-Williams Paint Co.	Cleveland
<i>Colorist</i>	Sherwin-Williams Paint Co.	Cleveland
<i>Chameleon</i>	Sherwin-Williams Paint Co.	Cleveland
<i>Spectrum</i>	Sherwin-Williams Paint Co.	Cleveland
<i>Varnish Talks</i>	Pratt & Lambert—Inc.	Buffalo, N. Y.
<i>Ad-Viser</i>	Pratt & Lambert—Inc.	Buffalo, N. Y.
<i>Selling Power</i>	Pratt & Lambert—Inc.	Buffalo, N. Y.
<i>Carter Times</i>	Carter White Lead Co.	Chicago
<i>Carter Dealer</i>	Carter White Lead Co.	Chicago
<i>American</i>	American Writing Paper Co.	Holyoke, Mass.
<i>Correspondent</i>		
<i>Progressive</i>	American Writing Paper Co.	Holyoke, Mass.
<i>Papers</i>		
<i>Universal Portland</i>	Universal Portland Cement Co.	Chicago
<i>Cement</i>		
<i>Farm Cement</i>	Universal Portland Cement Co.	Chicago
<i>News</i>		
<i>La Dernière Heure</i>	John Wanamaker	New York, Philadelphia and Paris
<i>à Paris</i>		
<i>Store and Home</i>	John Wanamaker	New York, Philadelphia and Paris
<i>Edison Weekly</i>	The Edison Company	New York
<i>Edison Monthly</i>	The Edison Company	New York
<i>Service Pages</i>	Butler Bros.	New York
<i>Our Drummer</i>	Butler Bros.	New York
<i>I. C. S.</i>	International Textbook Co.	Scranton, Pa.
<i>Messenger</i>		
<i>I. C. S.</i>	International Textbook Co.	Scranton, Pa.
<i>Fieldman</i>		
<i>Print</i>	Published co-operatively for the Suffolk Engraving Company, the American Type Founders Company, A. Storrs & Bement Company, and the George H. Morrill Company, all of Boston.	
<i>Traveler</i>	Electric Service Supplies Co.	Philadelphia
<i>Monthly</i>	Royal Trust Co.	Chicago
<i>Labor-Saver</i>	Stephens-Adamson Mfg. Co.	Aurora, Ill.
<i>The New Idea</i>	Frederick Stearns & Co.	Detroit
<i>The Budget</i>	Maryland Casualty Co.	Baltimore
<i>Interborough Bulletin</i>	Interborough Rapid Transit Co.	New York
<i>Owl Hoots</i>	Owl Drug Co.	San Francisco
<i>Co-operator</i>	U. S. Motor Co.	New York
<i>United Shield</i>	United Cigar Stores Co.	New York
<i>Gas News</i>	Consumers' Gas Co.	Toronto, Can.
<i>Booster</i>	Harned & Von Maux	Davenport, Ia.
<i>Disseminator</i>	Meyer Bros. Drug Co.	St. Louis
<i>Star Brand Family Magazine</i>	Roberts, Johnson & Rand Shoe Co.	St. Louis
<i>The Evidence</i>	Roberts, Johnson & Rand Shoe Co.	St. Louis
<i>Cream City Ware</i>	Geuder, Paeschke & Frey Co.	Milwaukee
<i>Champion</i>		
<i>Foot Print</i>	Ainsworth Shoe Co.	Toledo, O.
<i>Yeoman Battle Ax</i>	American Yeoman	Des Moines, Ia.
<i>McCloy's Magazine</i>	A. W. McCloy & Co.	Pittsburg, Pa.
<i>Magazine Guide</i>	Best Bros. Insurance Agency	South Manchester, Conn.
<i>Buck's Shot</i>	Buck Stove & Range Co.	St. Louis
<i>Crawford Shoe Horn</i>	Charles A. Eaton Co.	Brockton, Mass.



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## Read this extract from an article by R. Bigelow Lockwood, of the Hill Publishing Co., published in Advertising & Selling

"Everybody from the president of the Hill Publishing Co. down, who has occasion to dictate, uses the Edison Business Phonograph.

"There is no more difficult line of business in which to apply the Phonograph for dictation than a publishing business which issues technical papers, involving as it does many words never used in ordinary correspondence, as well as mathematical and algebraical expressions.

"It has been figured that letters which formerly cost eight cents a folio under the old stenographic method have been reduced to a cost of only three cents."

The chances are that your problem is extremely simple compared to that of the Hill Publishing Co. Yet the Hill Co. is one of the most successful users of

# The Edison Business Phonograph

The remarkable economy effected in this single instance, cutting 5-8 from the cost of correspondence, should alone be sufficient to make you investigate.



The Edison dealer near you will demonstrate the Edison Business Phonograph to you on your own correspondence—or write to us for full particulars

**Edison Business Phonograph Company, 211 Lakeside Ave., Orange, N.J.**

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<i>The Economist</i>	Columbus Savings & Trust Co.	Columbus, O.
<i>The Live Stock</i>	Clay, Robinson & Co.	Chicago
<i>Commercial Art</i>	Commercial Art Press	Cedar Rapids, Ia.
<i>Gas News</i>	Consumers' Gas Co.	Toronto, Can.
<i>Catalog Efficiency</i>	Dean-Hicks Printing Co.	Grand Rapids, Mich.
<i>Lifts</i>	Emerson-Brantingham Co.	Rockford, Ill.
<i>Western Drug</i>	Faxon & Gallagher	Kansas City, Mo.
<i>Record</i>		
<i>Marcil's Magazine</i>	Geo. Marcil & Co.	Montreal, Can.
<i>Character</i>	Griffith-Stillings Press	Boston
<i>Hosier</i>	Holeproof Hosiery Co.	Milwaukee
<i>The Coyote</i>	Hotel St. Anthony	San Antonio, Tex.
<i>Middleby's Messenger</i>	Joseph Middleby, Jr.	Boston
<i>The Kahn Messenger</i>	Kahn Tailoring Co.	Indianapolis
<i>Homes</i>	Los Angeles Investment Co.	Los Angeles, Cal.
<i>The Pen Prophet</i>	L. E. Waterman Co.	New York
<i>McClary's "Wireless"</i>	McClary Manufacturing Co.	London, Ont.
<i>McStay Supply Co.</i>	McStay Supply Co.	Los Angeles, Cal.
<i>Price List</i>		
<i>Nesco News</i>	National Enameling & Stamp Co.	Milwaukee
<i>The Gimlet</i>	Norvell - Shapleigh Hardware Co.	St. Louis
<i>Hot Points</i>	Pacific Electric Heating Co.	Ontario, Cal.
<i>Cover Chat</i>	Peninsular Paper Co.	Ypsilanti, Mich.
<i>Boxer Envoy</i>	Reg. N. Boxer Co.	Toronto, Can.
<i>Remington Notes</i>	Remington Typewriter Co.	New York
<i>The Evidence</i>	Roberts, Johnson & Rand Shoe Co.	St. Louis
<i>The Wallace</i>	R. Wallace & Sons Mfg. Co.	Wallingford, Conn.
<i>Security News</i>	Security Savings & Loan Co.	Birmingham, Ala.
<i>Semi-Ready Special</i>	Semi-Ready Limited	Montreal, Can.
<i>Modern Sanitation</i>	Standard Sanitary Mfg. Co.	Pittsburg, Pa.
<i>Gas-ps</i>	Suburban Gas Co.	Chester, Pa.
<i>The Bull's-Eye</i>	The American Art Works	Coshocton, O.
<i>White House</i>	The Brown Shoe Co.	St. Louis
<i>Message</i>		
<i>Home News</i>	The Elworthy-Helwick Co.	Cleveland
<i>The National News</i>	National Refining Co.	Cleveland
<i>Three-in-One-Sense</i>	Three-in-One Oil Co.	New York
<i>Cementology</i>	Whitehall Portland Cement Co.	Philadelphia and New York
<i>The Hyphen</i>	Everitt-Metzger Flanders Co.	Detroit
<i>Letters</i>	H. M. Van Hoesen Co.	Chicago
<i>Acker's Weekly</i>	Finley Acker Co.	Philadelphia
<i>The Coca-Cola</i>	Coca-Cola Bottling Companies	Philadelphia
<i>Bottler</i>		
<i>Stylecroft Daily News</i>	Colin-Goodman Co.	Cleveland
<i>Mann's Business Assistant</i>	William Mann Co.	New York and Philadelphia
<i>Brush &amp; Pail</i>	Alabastine Co.	Grand Rapids, Mich.
<i>Between-Us</i>	Schwab Clothing Co.	St. Louis
<i>Taylor</i>	Taylor Brothers	Rochester, N. Y.

# The Printing of Your House Organ

THE keynote of successful printing is appropriateness. And in no work is it so essential a quality as in the production of House Organs.

Whether you issue, at irregular intervals, a modest booklet of a few pages, or a pretentious publication every week, every copy should leave your hands a perfect cog in the machinery of your sales promotion.

Our entire organization is fitted to turn out just such work. Overseen and operated by men of experience and ideas, your printing cannot but receive the attention that means more than mere typesetting and the running of presses.

We have a record for quality and speed. Ask us for the proof in the form of a booklet,

—“*A Feather in Our Cap*”—

**CHARLES FRANCIS PRESS**  
30 WEST 13<sup>TH</sup> STREET      NEW YORK

<i>Gray Matter</i>	Adcrofters	Omaha, Neb.
<i>Bulletin</i>	Klee & Co.	New York
<i>Facts &amp; Figures</i>	Miller Bros. & Baker	Harrisburg, Pa.
<i>The Report</i>	Hopkins & Allen Arms Co.	Norwich, Conn.
<i>The Proof</i>	The Gould Press	St. Louis
<i>Sanitary Pottery</i>	The Trenton Potteries Co.	Trenton, N. J.
<i>The Auto Era</i>	The Winton Motor Carriage Co.	Cleveland
<i>Garden Bulletin</i>	Thos. Meehan & Sons, Inc.	Germantown, Pa.
<i>The Monarch</i>	Monarch Typewriter Co.	New York
<i>Touch</i>		
<i>Crocker Quality</i>	H. S. Crocker Co.	San Francisco
<i>Bulletin</i>	The Buckeye Electric Co.	Cleveland
<i>Co-Operation and</i>	Heath & Milligan Mfg. Co.	Chicago
<i>Expansion</i>		
<i>White Satin</i>	The Champion Coated Paper Co.	Hamilton, O.
<i>The Shield</i>	Real Estate Trust Co.	Pittsburg, Pa.
<i>Outfitters</i>	Will Philip Hooper	New York
<i>The G. &amp; F.</i>	Gordon & Ferguson	St. Paul, Minn.
<i>Dimon's</i>	C. A. Dimon	Philadelphia
<i>Messenger</i>		
<i>Dry Goods</i>	Wyman, Partridge & Co.	Minneapolis
<i>Information</i>		
<i>The Plane</i>	Babcock, Hinds & Underwood	Binghamton, N. Y.
<i>Kirschbaum's</i>	Kirschbaum & Co.	Philadelphia
<i>Bulletin</i>		
<i>Wroe's Writings</i>	Wroe & Co.	Chicago
<i>The Bosch News</i>	Bosch Magneto Co.	New York
<i>The Budget</i>	Maryland Casualty Co.	Baltimore
<i>Ginger Jar</i>	Nazareth Waist Co.	New York
<i>Lucky Horse Shoe</i>	Great West Saddlery Co.	Winnipeg, Can.
<i>Enthusiast</i>	W. W. Lawrence Co.	Pittsburg, Pa.
<i>Smoke Pipe</i>	The Gurney Foundry Co.	Toronto, Can.
<i>Trolley News</i>	United Railways & Electric Co.	Baltimore
<i>Suggestions</i>	Bliss Deveneau Co.	Chicago
<i>The Poster</i>	Associated Bill Posters of U. S. and Canada	Chicago
<i>Big Wire</i>	Bond Steel Post Co.	Adrian, Mich.
<i>Advocate</i>		
<i>The Grocer</i>	Wadhaus & Kerr Bros.	Portland, Ore.
<i>United Art Postal</i>	United Art Publishers' Co.	New York
<i>News</i>		
<i>Crofts &amp; Reed</i>	Crofts & Reed	Chicago
<i>Messenger</i>		
<i>Hobby</i>	Brant & Borden	Newark, N. J.
<i>Sterling Spirit</i>	Sill Stove Works	Rochester, N. Y.
<i>Modern</i>	H. B. Voorhees	Easton, Pa.
<i>Pharmacist</i>		
<i>Flowella Bulletin</i>	Burton & Danforth	Falfurrias, Tex.
<i>Racyle Bulletin</i>	Racyle Bicycle & Mfg. Co.	Middletown, O.
<i>Things Chemical</i>	Chas. E. Sholes Co.	New York
<i>Industrial Amusement Record</i>	Globe Tower Co.	New York
<i>Lucas News</i>	John Lucas & Co.	Philadelphia
<i>The Battle Creek</i>	Kellogg Sanitarium	Battle Creek, Mich.
<i>Idea</i>		
<i>Hartford Agent</i>	Hartford Fire Insurance Co.	Hartford, Conn.
<i>Underfeed News</i>	Peck, Williamson Co.	Cincinnati
<i>The Autopress</i>	The Autopress Co.	New York
<i>The Certificate</i>	Florence Mfg. Co.	Florence, Mass.
<i>Electric Railway</i>	Co-operative Cons. Co.	Chicago
<i>Investment</i>		

<i>Selz Shoe News</i>	Selz Shoe Co.	Chicago
<i>Timely Talks</i>	Royal Tailors	Chicago
<i>Wood-Harmon Magazine</i>	Wood, Harmon & Co.	New York
<i>Stedman's Monthly</i>	Stedman Bros., Ltd.	Brantford, Can.
<i>Better Business</i>	<i>Washington Times</i>	Washington, D. C.
<i>North German Lloyd Bulletin</i>	North German Lloyd S. S. Co.	New York
<i>The Optic</i>	Earle Photo Paper Co.	Chicago
<i>Acorn &amp; Oaks</i>	Hess Brothers	Allentown, Pa.
<i>New Century Herald</i>	Chattanooga Roofing & Foundry Co.	Chattanooga, Tenn.
<i>Facts</i>	The John W. Parks Printing Co.	Plymouth, Mass.
<i>Columbia Record</i>	Columbia Phonograph Co.	New York
<i>Profitable Furniture</i>	Jamestown Lounge Co.	Jamestown, N. Y.
<i>The National</i>	National Blank Book Co.	Holyoke, Mass.
<i>The Furrow</i>	John Deere Plow Co.	Moline, Ia.
<i>Conveying &amp; Transmission</i>	Stephens-Adamson Mfg. Co.	Aurora, Ill.
<i>The Keystone Insert</i>	Keystone Type Foundry	Philadelphia
<i>Now and Then</i>	Alling & Cory Co.	Pittsburg, Pa.
<i>Clover Leaves</i>	Clover Leaf-Alton R. R. System	Chicago
<i>About the Home</i>	American Furniture Co.	Denver
<i>The Bessemer Monthly</i>	Bessemer Gas Engine Co.	Grove City, Pa.
<i>Mines &amp; Quarry</i>	Sullivan Machine Co.	Chicago
<i>Marshall's Monthly</i>	G. E. Marshall	Chicago
<i>The Keystone Traveler</i>	Electrical Service Supplies Co.	Philadelphia
<i>Sanitary Progress</i>	N. & O. Nelson Mfg. Co.	St. Louis
<i>Rowe's Advertiser</i>	C. R. Rowe Co.	Pittsburg, Pa.
<i>Liberty Magazine</i>	American Brewing Co.	Rochester, N. Y.
<i>Push</i>	Rice & Hutchins Shoe Co.	Boston
<i>Useful Hints</i>	Abbott Alkaloidal Co.	Chicago
<i>The Mechanic</i>	Smith Machine Works	Smithville, N. J.
<i>Hood Farm News</i>	Hood Farm	Lowell, Mass.
<i>Berlin Quality</i>	Berlin Machine Works	Beloit, Wis.
<i>Second Nat'l Bank Messenger</i>	Second National Bank	Nazareth, Pa.
<i>Brooklyn Bank Notes</i>	Brooklyn Savings & Loan Co.	Cleveland
<i>Edison Aggregate</i>	Edison Portland Cement Co.	New York
<i>The Bank Depositor</i>	International Trust Co.	Denver
<i>The Imprint</i>	American Bank Note Co.	New York
<i>John Hancock Satchel</i>	John Hancock Life Insurance Co.	Boston
<i>Kistler's Comments</i>	W. H. Kistler Stationery Co.	Denver
<i>Iron Age, Farm &amp; Garden News</i>	Bateman Mfg. Co.	Grenloch, N. J.
<i>The Layman Printer</i>	American Multigraph Sales Co.	Cleveland
<i>Cortright Metal Shingle Advocate</i>	Cortright Metal Rfg. Co.	Philadelphia
<i>C. L. Bulletin</i>	Cale-Lave Oil Co.	Houston, Tex.

<i>Brown &amp; Zortman</i>	Brown & Zortman	Pittsburg, Pa.
<i>Monthly</i>		
<i>Bulletin</i>	Diamond Crystal Salt Co.	St. Clair, Mich.
<i>Bulletin</i>	Curtis Ad. Co.	Detroit
<i>Bulletin</i>	Philadelphia Electric Co.	Philadelphia
<i>Gilt and Glimmer</i>	Staunton Wall Paper Co.	Toronto, Can.
<i>Progressive</i>	Republic Publishing Co.	Hamilton, O.
<i>Publicity</i>		
<i>Cold</i>	Madison Cooper Co.	Watertown, N. Y.
<i>The Dilg Adviser</i>	Dilg Mfg. & Trading Co.	New York
<i>Empson's Peapod</i>	Empson Packing Co.	Longmont, Col.
<i>The Clincher</i>	Goodrich Co.	Akron, O.
<i>6% Exponent</i>	N. Y. Central Realty Co.	New York
<i>The Prudential</i>	Prudential Ins. Co.	Newark, N. J.
<i>Cook's Imp</i>	American Wine Co.	St. Louis
<i>The Leviathan</i>	Main Belting Co.	Philadelphia
<i>The Electric Weld</i>	Pittsburg Perfect Fence Co.	Pittsburg, Pa.
<i>Herald</i>		
<i>The Crosby</i>	Crosby Valve Co.	New York
<i>Cotton Chats</i>	Draper Co.	Hopedale, Mass.
<i>Sparks</i>	American Motor Co.	Brockton, Mass.
<i>Bulletin</i>	Chamber of Commerce	Portland, Ore.
<i>More Good News</i>	Megarge & Green Paper Co.	Philadelphia
<i>Sure Pop</i>	Blumenthal Bros. & Co.	Philadelphia
<i>White's Chat</i>	L. P. White	Philadelphia
<i>Plymouth</i>	Plymouth Cordage Co.	North Plymouth, Mass.
<i>Products</i>		
<i>Clow Bulletin</i>	Jas. B. Clow & Sons	Chicago
<i>The New Idea</i>	F. Stearns & Co.	Detroit, Mich.
<i>National Drug</i>	National Drug & Chemical Co.	Montreal, Can.
<i>News</i>		
<i>The Phoenix</i>	N. Y. Leather Belting Co.	New York
<i>Suffolk</i>	Suffolk Engraving & Electro-typing Co.	New York
<i>The Globe's</i>	Globe Sanitary Supply Co.	San Francisco
<i>Bulletin</i>		
<i>Ye Clothes Shop</i>	Miller, Watt & Co.	Chicago
<i>The Speedometer</i>	The Jones Speedometer Co.	New Rochelle, N. Y.
<i>The Wither-bee</i>	Witherbee Igniter Co.	New York
<i>The Weed</i>	Weed Chain Tire Grip Co.	New York
<i>Trussed Concrete</i>	Trussed Concrete Steel Co.	Detroit
<i>Bulletin</i>		
<i>Printology</i>	Regan Printing House	Chicago
<i>The Modern</i>	Modern Canning & Heating Co.	Bridgeport, Ala.
<i>Canner</i>		
<i>The Quoin Club</i>	The Quoin Club	New York
<i>Key</i>		
<i>S. Q. Advertiser</i>	Stevens & Co., Inc.	Providence, R. I.
<i>Exhaust Pipe</i>	H. G. Nye	Chicago
<i>The Orbit</i>	Kennedy Optical Co.	Detroit
<i>Rundtroff</i>	Coburn Trolley Track Mfg. Co.	Holyoke, Mass.
<i>The Kar-A-Van</i>	Gasser Coffee Co.	Toledo, O.
<i>Booster</i>		
<i>Obermayer</i>	S. Obermayer Co.	Cincinnati
<i>Bulletin</i>		
<i>Dollars and</i>	Paul Rieger Co.	San Francisco
<i>Scents</i>		
<i>Erie Railroad</i>	Erie R. R. Co.	New York
<i>Man's Magazine</i>		
<i>Music Room</i>	Lyon & Healy	Chicago

## What Do You Mean by "A Profitable Booklet?"

An advertising booklet that costs two cents, and doesn't pay, is not cheap. If it costs twenty cents, and pays, it is good value.

Before your booklet can be profitable, it must be read, and to insure reading, it must please the eye.

After a good printer and a good artist, the most helpful factor in making profitable booklets is



White or Sepia—for printing

CAMEO enriches illustrations, deepens half-tones, dignifies type. Its very appearance arrests attention, because it is noticeably different from ordinary papers. An engraving that looks commonplace on common paper is transformed when printed on the soft, velvety, lusterless surface of CAMEO.

It is not a cheap paper, but it brings sales cheaply.

Send for our handsome free specimen book. It is helpfully suggestive to any man that is trying to use printers' ink profitably.

S. D. WARREN & CO., 163 Devonshire St., Boston, Mass.

*Makers of the Best in Staple Lines of Coated and Uncoated Book Papers.*

<i>The Rapid Way</i>	Kansas City Rapid Motor & Transportation Co.	Kansas City, Mo.
<i>The Stone Harbor Herald</i>	South Jersey Realty Co.	New Jersey
<i>Hess Bright Journal</i>	Hess Bright Mfg. Co.	Philadelphia
<i>Travel</i>	George E. Marsters	New York
<i>The Laurel Dispatch</i>	Art Stove Co.	Detroit
<i>The Shoe Merchant</i>	Parker, Holmes & Co.	Boston
<i>Getting Together</i>	Barcalo Mfg. Co.	Buffalo, N. Y.
<i>The Franklin's Key</i>	(business organizations)	Toledo, O.
<i>Cream City Ware Champion</i>	Geuder, Paeschke & Frey Co.	Milwaukee
<i>Paistery</i>	H. T. Paiste Co.	Philadelphia
<i>The Studebaker</i>	Studebaker Bros. Mfg. Co.	South Bend, Ind.
<i>The National Circle</i>	National Cloak & Suit Co.	New York
<i>Building Progress</i>	National Fire Proofing Co.	Pittsburg, Pa.
<i>The Security</i>	Security Trust Co.	Rochester, N. Y.
<i>The H. B. Idea</i>	Hamilton Brown Shoe Co.	St. Louis
<i>Miller-Made</i>	Miller, Watt & Co.	Chicago
<i>Reo Echo</i>	R. M. Owen & Co.	Lansing, Mich.
<i>The Arrow</i>	N. & G. Taylor Co.	Philadelphia
<i>Parks' Piping Parables</i>	The G. M. Parks Co.	Fitchburg, Mass.
<i>Plymouth Twine News</i>	Plymouth Cordage Co.	North Plymouth, Mass.
<i>The Born News Letter</i>	Born Steel Range Co.	Cleveland
<i>The Bureau Drawer</i>	Library Bureau	New York
<i>Digit</i>	The Muralo Co.	New Brighton, N. Y.
<i>The Hatman</i>	The Crofut & Knapp Co.	New York
<i>The Y. &amp; E. Idea</i>	Yawman & Erbe Mfg. Co.	Rochester, N. Y.
<i>Realty News</i>	The Realty Syndicate	Oakland, Cal.
<i>Zizz</i>	Standard Furniture Co.	Seattle, Wash.
<i>Dutch Boy Painter</i>	National Lead Co.	New York
<i>Oral Hygiene</i>	Lee S. Smith & Son	Pittsburg, Pa.
<i>The J. M. Roofing Salesman</i>	H. W. Johns-Manville Co.	Cleveland
<i>The J. M. Packing Expert</i>	H. W. Johns-Manville Co.	Cleveland
<i>The Claycrafter</i>	The C. W. Raymond Co.	Dayton
<i>Suburban Service</i>	Phila. Sub. Gas & Electric Co.	Philadelphia
<i>The Point of Contact</i>	The Lammers-Shilling Co.	Chicago
<i>The Merry Moulder</i>	The Osborn Mfg. Co.	Cleveland
<i>The Corkscrew</i>	Ferdinand Westheimer & Sons	Cincinnati
<i>Hoosier Ginger</i>	The Hoosier Mfg. Co.	New Castle, Ind.
<i>The Pull Strap</i>	Wertheimer-Swarts Shoe Co.	St. Louis
<i>Croll's Crow</i>	Frank J. Croll	New York
<i>The World's Best</i>	The Gramm Motor Car Co.	Bowling Green, O.
<i>DeLaval Monthly</i>	The DeLaval Separator Co.	New York
<i>The Logical Point</i>	World's Panama Exposition Co.	New Orleans

(To be Continued)



# Wanted Copy Writer

**By Large Canadian Agency**

A man with a successful record in outlining campaigns and writing copy on products handled through retail stores.

Must be able to meet clients, willing to do some travelling and take a general healthy interest in the growth of the business.

Amateurs and unreliable workers need not apply, nor men who have "helped" to get out good stuff.

Married man preferred.

The salary will induce the right man to change.

Address Box "C. L. C.," Printers' Ink.

## ATOZ PRINTING CO.

**SPECIALISTS ON LARGE EDITION PRINTING**

**CATALOGS**



**BOOKLETS**

Chicago: 510 Fisher Bldg.

New York: 165 Broadway.

## ATOZ QUALITY and ATOZ SERVICE

Ask any of the following shrewd Buyers of Printed Matter about them. We have executed large contracts for all of these firms:

Standard Oil Co., New York      United Cigar Stores Co., New York

Corn Products Refining Co., New York

Lydia Pinkham Co., Lynn, Mass.      Amer. Steel & Wire Co., Chicago

Studebaker Bros., South Bend, Ind.

**ATOZ PRICES.**—We are located far from the high rent and high labor districts. Get our estimate on your next large contract.

**GENERAL OFFICES AND WORKS: SOUTH WHITLEY, INDIANA**

## HOW MUCH OF PROFESSIONALISM IS IN ADVERTISING?

CONTENTION, IN ANSWER TO RECENT ARTICLE, THAT SOME ADVERTISING MEN ARE ENTITLED TO BE CALLED PROFESSIONAL, OTHERS NOT—A MATTER OF DEFINITIONS.

By Clarkson A. Collins, Jr.,  
Manager, Plan and Copy, Collin-Armstrong Advertising Co., New York.

I read with some interest the article which appeared in *PRINTERS' INK* of February 16, entitled, "Is Advertising a Business or a Profession?" and take issue with the author on the conclusions which he drew therein.

It has often been a matter of wonder to me that advertising men who, with the possible exception of lawyers, should be the most proficient in presenting logical, convincing argument, take so little cognizance of one of the primary rules governing debate, namely, that all principal terms should be fully defined before argument is undertaken. How many of the men who have discussed this question in the past have had a clear knowledge of the meaning of the terms "business" and "profession"? Also, what is an advertising man?

With regard to "business" the Century dictionary says: "A matter or affair that engages a person's attention;—specifically, that which busies or occupies one's time; *that which one does for a livelihood*; occupation," etc., etc. The same authority says of "profession": "Specifically, a vocation in which a professed knowledge of some department of science or learning is used by its practical application to affairs of others, either in *advising, guiding, or teaching* them, or in *serving their interests or welfare* in the practice of an art founded on it," etc., etc.

From the above it is apparent that all professions are business and that all professional men who practice their professions for a livelihood are business men. On the other hand, it is equally clear

that all business men are not by any means professional men.

Now apply this to advertising, and I will use the words in no restricted sense, but in their broadest meaning, which includes any form of publicity, whether upon trade or consumer and may entail the use of letters, billboards, street cars, magazines, newspapers, booklets, etc. Also, for the sake of argument, let us say that any one who has any connection with advertising is an advertising man. This includes copy writers, rate clerks, office employees, street car advertising men, artists, etc.

Advertising, as has been said more times than I care to count, is still in its "infancy." Such professions as law and medicine, which are centuries old, have gone through their formative periods and now have well-defined lines drawn around them. A man must take his bar or medicine examinations. No one would for a moment contend that a lawyer's clerk, because he is associated with a profession, is a professional man.

Unfortunately the lines have not yet been closely drawn in advertising. Almost any man associated with it may, if he wishes, make the claim that he is a professional man, without fear of contradiction. It is a sorry fact that far too many make this claim without a shadow of a right to it.

But advertising is a profession, for it is a vocation in which a man with proper ability and training may apply his knowledge to the "affairs of others, either in advising, guiding, or teaching them, or in serving their interests or welfare." An advertising man who can advise a manufacturer rightly with regard to the best manner of marketing a product, the origination of packages and trade-mark, the selection of the proper media, whether follow-up letters, newspapers, magazines, billboards, etc., and dictate the style of illustration and copy necessary for success, is certainly rendering service of a highly professional character. Whether or not he himself draws the illustration for a

trade-mark or writes the copy is immaterial. He should be able to do so if necessary, but in any event he is a professional man giving professional advice in the interest of his client.

At the present time there are too few men of this type engaged in advertising. The better agencies, about a dozen of them all told, can boast perhaps two or three such men each. A handful more are to be found in the ranks of advertising managers, so called. These men are serving the interests of one firm instead of many, just as some lawyers devote all their time to one client instead of a number.

In closing, let me venture the prophecy that in years to come the practice of the profession of advertising will be guarded by laws as stringent and as necessary as those which at present hedge in the professions of medicine and of law. There are to-day a few professional men in our profession who are doing much to bring that time nearer. May their deeds be fruitful and multiply.

#### NORTHWEST FARMERS AS PRODUCERS AND CONSUMERS.

At the weekly luncheon of the Portland, Ore., Ad Club, February 8, T. E. Andrews, former advertising manager of the St. Paul *Pioneer-Press*, spoke on what he has seen in Oregon, and commented upon the opportunities presented for advertising the Oregon apple. He said he believed there is no limit to the development of the advertising feature of such an industry.

C. D. Minton, editor of the *Oregon Agriculturist*, gave a talk on "The Value of Farm Journal Advertising." He contended that the credit of the farmer, as a rule, is good and that he invariably has a banker. His trade, therefore, is of lasting character, and when he receives his favorite farm journal, he reads it with avidity and files it for future reference, thus creating a lasting opportunity for advertising. He said he was inclined to believe the returns from the farm journal advertising covered a greater length of time than any other class; hence rates are higher in proportion to space occupied than in most of the public journals.

"Early Day Reminiscences in the Newspaper Business" was the subject of R. A. Marshall's address. John Day and A. F. Williams, connected with the advertising department of the *Minneapolis Tribune*, also spoke briefly.

Elbert Hubbard addressed the club on February 15 on "How to Lose Money in Advertising."

## KEITH'S COVER PAPERS

### WHAT AN ENTERPRISING DEALER DID

Q An enterprising grocer in Boston sent out a beautiful greeting to his customers on the first of the year. It was so different from the practice of most grocers that it made a most favorable impression for his enterprise and his courtesy, among his patrons. The grocer used KEITH'S ONYX paper.

Q If you have catalog work which requires a distinctive cover, or if you wish unusually effective announcements, KEITH'S ONYX COVERS and VELLUM ANNOUNCEMENTS will carry your suggestion with great effect.

Q Let us send you, without charge, samples, and also a copy of the SPECIMEN BOOK, a journal devoted to the showing of samples of good papers in practical use.

Q Please mail us samples of printing on our paper.

Q Ask your printer to show you samples of KEITH'S ART COVERS and other papers, or address Department 2.

## KEITH PAPER COMPANY

5 WATER STREET  
TURNERS FALLS  
MASSACHUSETTS

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5201 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 1502 Tribune Bldg., Telephone, Randolph 1098. MALCOLM C. AUERBACH, Mgr. St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main 1151. Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Canadian Offices: 119 West Wellington Street, Toronto, Ont. La Presse Building, Montreal, Quebec. J. J. GIBBONS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.  
J. GEORGE FREDERICK, Managing Editor.

New York, March 2, 1911.

## Who Is Affected by Advertising Tax?

President Taft is too experienced in economic matters not to have had some glimmering of the far-reaching effects of an increase in the postal rate on magazine advertising. But even he must have been surprised at the protests from so many diverse interests. Consider a few of the classes which now loudly proclaim that they will be disastrously affected by the proposed law:

1. Capital, as represented by the magazines themselves and their stockholders.

2. Labor, as represented by compositors, pressmen, etc., who will be thrown out of work if the publishing industry is "trimmed."

3. The reading public which may have to pay fifty per cent more for its periodical literature.

4. Advertisers, who typify the best and most progressive element of modern industrial development.

5. Farmers, to whom the agricultural press holds the relation of a great university.

6. Religion, for the denominational papers are affected as well as the big independent publications that serve as an important moral force in the world.

7. Art, science and education, for publications in these special fields might have to lower their standards if unable to pass the tax on to public or advertiser.

8. Manufacturers of white paper, printing ink, printing presses, etc., and their thousands of employees.

9. Trade papers which are helping great industries to become still greater. And this is by no means the complete catalogue. For instance, the *Brotherhood of Locomotive Engineers' Journal* announces that it will be forced to cut off \$300 monthly from its charity contribution to meet the proposed increase! That is exactly what it would cost that publication to continue business under the pending measure. So even locomotive engineers and charity funds must contribute to wipe out that postal deficit.

Where is the end?

## A Lesson for the Radicals

Ever since PRINTERS' INK can remember—and its memory goes back twenty-two years—there have been people in the advertising business who wanted to tear things up by the roots and establish a new order of affairs. A favorite theory with these radicals has been a proposition to do away with the agent's commission and to let the agent collect his pay direct from the advertiser. PRINTERS' INK, as the forum of advertising interests in general, has contributed a reasonable amount of space for the exploitation of these theories, but has never itself espoused the cause of the theorists. The reason is plain common-sense:

*You can't go into an established industry, rip things wide open and overturn the accepted methods of doing business, without being prepared for serious and far-reaching results.*

Just now the attention of the ad-

vertising and publishing community is centered on the grave postal situation. Originally, the Postmaster-General may have imagined that the proposed increase of rate would affect only a dozen or so of the big magazines. Today he must certainly realize that there is no end to the variety of interests and number of people who will be injured by so radical a move. Business, as at present conducted, is so interwoven, one section depending upon another, that a slash into one part of the texture makes itself felt throughout the entire fabric. In the preceding article we show a few of the serious consequences that will follow such a simple thing as an increase in the second-class postal rate.

There is a lesson here for the radicals who seek to overturn the established machinery of the advertising business. Let them fully measure the results of the elimination of the agent's commission. In how many now unsuspected ways would it bring unwelcome consequences!

The existing postal laws are basic conditions under which publishers have been encouraged to invest their capital. To make a sudden and radical change in these basic conditions is, as Champ Clark has said to PRINTERS' INK, "unfair, unjust and unwise." If the industry were just beginning to be organized, if great capital had not already been invested in it, then there might be some justice in a materially higher rate for second-class matter.

Similarly, if the advertising business were to-day in process of formation, then we might concede that the ideal condition would be to have the advertiser and not the publisher pay the agent. But the whole advertising world is adjusted to the system of a commission from publisher to agent. It is true that there are abuses, and serious abuses, under this system. But what is needed is a *corrective remedy* and not a charge of dynamite. PRINTERS' INK has been working out the details of such a remedy for several years past.

When the time is ripe, it will be presented. In the meantime, the postal measure offers a lesson and a caution. It illustrates in a concrete way the danger of half-baked theories—of cutting down the tree in order to pick the fruit.

### **Forced Circulation**

The postal crisis has served to bring into the limelight the whole circulation problem. Publishers, driven on by competition among themselves and by what they have heretofore regarded as the demand of advertisers, have built up colossal circulations. In not a few instances, these circulations are to-day top-heavy. They have been produced by an unhealthy forcing process.

One of the foremost advertising agents, a man of the distinctly conservative type and who has his finger on the pulse of some of the most notable advertising successes, said to PRINTERS' INK several months ago: "I believe the advertising and publishing world is circulation-mad. Publishers are engaged in piling up enormous figures for the bewilderment of advertisers, while advertisers have hungrily swallowed the bait and asked for more. I believe there is a reaction in sight."

What this agent meant to imply is that there should be a closer analysis of circulation figures. Known quantity is of first importance but the size of the circulation figures do not tell the whole story by a long shot. *How the circulation is obtained* has an important bearing on the value of the medium. Advertisers cannot expect adequate returns from the kind of circulation that is forced on a reluctant public. Over-strenuous circulation managers have created wonderful showings in figures and it is high time for advertisers to look back of mere numbers.

Publishers themselves would be relieved to know that advertisers no longer demand extravagant circulations. The forcing process for circulations is expensive and any right-minded publisher would pre-

fer to see his circle of subscribers widen in a natural and normal way under the simple stimulation of meeting the demand of the reading public. When circulation is forced under some variation of the premium plan or by dragnet canvassing and circularizing methods, the publisher receives altogether too small a percentage of the subscription price. In fact, the net to the publisher is sometimes perilously near the vanishing point. That is not a healthy condition either for publisher or advertiser.

If advertisers were to let it be known that they are no longer worshipping at the shrine of abnormal circulations, but are ready to consider what a publication stands for, the hold it has upon its readers and the various other elements that go to make up what is now vaguely known as "quality" of circulation," publishers would be able to pay better dividends to their stockholders, while advertisers would get a better run for their money.

### **House Organ Mortality**

In the last six or eight years about two hundred house organs have breathed their last and are practically forgotten. Such a high rate of mortality among house organs is partly due to the passing of the special conditions for which many were created; partly also to general business readjustments, but most largely of all to the fact that they filled no definite or effective place in selling organization.

That curious human vanity for the ownership of a publication has exhibited itself plainly in the matter of house organs. Many have been started because the idea was an agreeable one personally, but have been left to languish and starve of malnutrition in a hard business world which demands good food values out of its literature. A clever title and a surplusage of self-laudation has and is lulling many a publisher of a house organ into a conviction that thousands hang upon its words. Only the most exceptional house

organ, however, accomplishes any real interest, and in this day of a multiplicity of house organs, it has become more true than ever before that mediocrity is the deadly house organ sin.

So obsessed have many publishers of house organs become that they have cut down their trade-paper advertising, even their consumer advertising, in the dangerous assumption that their house organ could take its place. The house organ always remains a house organ, however well edited, and few are prepared to give more than thirty-three per cent to the reader's interests. Many give practically nothing to the dealer's interests and are frankly all for the manufacturer's interest, the matter being put forward as *also* in the reader's interest. A good trade paper is *all* for its readers' interests, and the confidence it enjoys and the serious dependence upon it which it develops makes it far above the advertising value of a house organ.

The real and entirely unmatchable value of a house organ lies in its very frankness of devotion to the propaganda of the publisher. It can give in detail and with the utmost directness and facility the things that a seller should give the prospective buyer or selling agent for their interests are rather interwoven, and it is the seller's right to claim that his arguments and suggestions are in the buyer's interests. The house organ's application as a cohesive and instructive force for branch managers, dealer agents, even shop and office employees, has set it very high as a modern business tool. Caution in its use, especially against the vanity it is likely to engender, is nevertheless well to bear in mind.

### **WANTS REGULATION OF PAPERS CARRYING PUBLIC ADS.**

In the Wisconsin legislature, Senator Gaylord has introduced a bill providing that all newspapers drawing money for public work or advertisements shall be placed, to some extent, under the control of the railway commission. Such papers must file statements of their ownership and officers.

# ANOTHER

# TEN STRIKE!

## The Guarantee

The attention of prospective advertisers is called to the policy of "Profitable Paint" in accordance with which the publisher waives all claim for payment of any advertisement appearing in any issue when the number of copies actually printed, mailed and circulated in less than the number printed on the front cover page.

## The Proof

STATE OF ILLINOIS } ss.  
COUNTY OF COOK }

I, James L. Regan, President of the Regan Printing House, do solemnly swear that there were printed of the January issue of *Profitable Paint*, 13,300 net copies.

REGAN PRINTING HOUSE,  
Signed, J. L. Regan, Pres.

Subscribed and sworn to before me  
[SEAL] this 25th day of January, 1911.  
Signed, Charles D. Lusk,  
Notary Public.

## Where They Go

This is the first sworn and detailed statement of circulation and distribution ever made by a Paint Publication.

13,300 COPIES

## Profitable Paint

A BUSINESS BUILDER DEVOTED TO THOSE WHO SELL  
MIXED PAINTS, WHITE LEAD, OILS, VARNISHES, ETC.

JANUARY, 1911

## FOR THE PAINT PROFIT SIDE

Paint is Cheap Why I Failed

The Thankful Dealer

Profit for Day or Week

Pushing Paint Specialties

Good Paint and Varnish Trade

This Spring

Importance of Window Display

Co-Operation Don't Kick

Salesmanship for Clerks

The Clerk and the Boss

How Paint Trade can be Worked Up

Service to the Customer

ALL IN THIS ISSUE

Vol. I

No. 1

PUBLISHED MONTHLY BY  
PAINT AND VARNISH RECORD PUB. CO.  
CHICAGO, ILL.

## Circulation and Distribution by States

State	No. of Copies
Alabama	283
Arizona	127
Arkansas	289
Colorado	178
Connecticut	145
Delaware	93
Florida	237
Georgia	143
Illinois	1039
Indiana	613
Iowa	732
Kansas	612
Kentucky	208
Louisiana	112
Maine	238
Maryland	107
Massachusetts	406
Michigan	350
Minnesota	197
Mississippi	149
Missouri	511
Montana	409
Nebraska	418
New Hampshire	223
New Jersey	168
New Mexico	38
New York	818
North Carolina	93
North Dakota	68
Ohio	1108
Oklahoma	286
Pennsylvania	718
Rhode Island	59
South Carolina	84
South Dakota	167
Tennessee	288
Texas	311
Utah	21
Vermont	109
Virginia	183
West Virginia	68
Wisconsin	618
Wyoming	26

13,060

## Advertising Rates

	Per issue
One Page	\$80.00
Half Page	35.00
Qtr. Page	20.00



## THE HOUSE ORGAN CONSTRUCTIVE.

MAKING THE APPEAL TO THE INDIVIDUAL—FOOD FOR THE LEISURE HOUR—DEVELOPING CONFIDENCE—ADDRESS BEFORE DETROIT AERIAL CLUB.

*By David Gibson.*

The house organ is not an advertising cure-all.

All forms of honest advertising are good advertising, but the whole advertising problem of today is to eliminate waste.

The old pit and whipsaw method of getting boards off a log was effective, but the manipulation of energy by the power-driven sawmill is more economical.

The house organ has its principal application to direct advertising for classified lists: Where the manufacturer of shoe-making machinery wants to reach the shoe manufacturers, where the manufacturer of funeral supplies wants to reach undertakers, where the packer wants to reach the wholesale or retail grocer, and so on.

The type of house organ which I advocate and of which I am perhaps the originator, is hardly a house organ at all; it is a step in advance of the house organ—it is more in the nature of an individual magazine.

This type of house organ is an appeal to a man as an individual rather than as a member of any particular trade.

A publication is as necessary to a large business as a newspaper to a large town. Now, if that newspaper carried all advertising and no general interest reading matter, it would at once destroy itself as an advertising medium.

The conventional house organ assumes that when the man who receives it has reading time, he sits down and reads matter pertaining to his business; that the doctor after listening to the complaints of his patients sits down and reads about medicine—that which he is trying to forget.

In certain instances a man may read of his business or profession, but on the average he does not.

He reads what any of us do: general interest matter.

You get an audience with a buyer at a reposeful time with the advertising pages of the house organ that I advocate, just in the same way as a salesman calling on a buyer—he prefers to find him at leisure rather than waiting on a patron, signing letters or auditing an account.

The same principles are true in the case of a printers' ink audience as in the case of a personal audience.

Then another point: When a circular letter, a booklet or any of the common forms of direct advertising is sent out, it is at once a plea for a part of the time of the man to whom it is addressed. There are so many of these in the average day's mail that the recipient resents these requests by throwing them in the waste basket.

The average buyer will read a general-interest house organ for the reason that it is his selfish desire, because it appeals to him as an individual, and if it gives him interesting matter he naturally feels under a slight obligation to the concern that sends it to him.

Sending out a form letter puts the concern sending it under obligation to the man receiving it, because it is a request for time in the interest of the seller. In the case of the general-interest house organ, the obligation is reversed.

In the house organs, or individual magazines which I edit, the editorial policy is to treat of business in general rather than of business in particular. The leading editorial motive is the Golden Rule—reciprocity. What is needed is less complex cure-alls and more common honesty.

Naturally, this engenders a confidence between the concern sending a magazine of this character and the one receiving it. We all know that confidence is the basis of every sale.

A concern without an honest policy does not send out a magazine advocating honesty, so there is no inconsistency between the business and editorial policy.

The house organ properly used is an antidote for the substitution



evil as practiced by the retailer. For instance, the advertiser in general magazines, on billboards and in street cars has spent millions of dollars in gaining the good will of the general public sufficient to cause him to inquire for certain goods of the retailer. In many cases these goods have been forced on the shelves of the retailer against his will, and thereby his ill-will has been engendered. He has become very susceptible to the arguments of the substituter salesman.

A house organ will engender a confidence and a good will toward the manufacturer from the retailer the same as has been previously described in the case where the house organ is used for direct contact between the buyer and seller; a house organ will form a vehicle for carrying educational matter against substituting an article that is not advertised for one that is advertised. For instance, here is an advertise-

ment which recently appeared in a house organ issued by the Welch Grape Juice Company of Westfield, N. Y.:

**THAT DOUBT.**

A salesman for one of the substitutes for Welch's Grape Juice walked into a drug store in Cleveland, O., the other day and offered a grape juice on which the druggist could make 20 per cent more profit.

Here is the druggist's reply:

"Yes, but it will take 50 per cent more effort to sell it.

"A larger percentage of profit does not mean a larger whole profit.

"The grape juice that tries to look like Welch's, that is put up like Welch's, will not sell like Welch's; for it is attended by doubt in the patron's mind.

"Welch's Grape Juice is standard," continued the druggist, "it is the oldest on the general market, it is generally and persistently advertised and the public has tasted it and liked it.

"Now, to exhibit or offer for sale one that has not been advertised and tried by time on the market is to at once establish *that doubt* which requires selling effort on the part of my clerks to remove and which they will not take the time to do.

"While your grape juice may enable me to make 20 per cent more on what I sell, yet, what if I don't sell it?"

"The Welch Standard and the Welch

## Would you like to inspect the House Organs listed in this issue?

Save time, labor and expense. Use my

### Travelling Loan Collection

of House Organs. Contains over 500 specimens. Some of the very largest firms have found this service profitable for information and stimulation.

**C. R. Lippmann**

Advertising Consultant  
Advertising Writer

37 East 28th Street  
New York

Phone, Madison 4499

## THE BIGGEST ADVERTISING MONTH IN THE HISTORY OF THE RECORD-HERALD

During the month of January The Record-Herald published 1,555 columns of display advertising, the largest amount printed in any one month in the history of the paper, a gain of 278 columns of display advertising over January, 1910—a greater gain than any other Chicago morning paper. Adding 99 columns gain in classified, the total gain in January was 377 columns.

Four Months'

GAIN

72,777

DAILY

Net Paid

### CIRCULATION STATEMENT

Daily Net Paid 210,818 Sunday Net Paid 217,791

### THE CHICAGO RECORD-HERALD

Largest Known Morning Circulation in Chicago

NEW YORK OFFICE, 437 FIFTH AVE.

Four Months'

GAIN

31,453

SUNDAY

Net Paid

# Your House Organ

Place the entire responsibility of its publication with us—even to the keeping of the mailing list and delivery to post office.



We have our own service department and a plant especially equipped for this class of work and years of practical experience. Profitable results assured. We'll do all or any part of the work—or the printing only if that is all you require.

Write at once for specific information.

## Advertising

Writing, Illustrating and Printing

**Vechten Waring Company**  
72 & 74 Madison Ave., New York

### HELP WANTED

Prominent advertising manufacturer requires an assistant to take charge of advertising and correspondence in his growing export department. Offers moderate salary but responsibility and opportunity for young man of initiative and executive ability. Facility in copy and layout, and basic knowledge of engraving and art work absolutely essential. Address Box 709, Printers' Ink, New York.

## Bound Volumes for 1911

PRINTERS' INK is bound each quarter in heavy board over black cloth, with gold letters. Price, \$2. Handsome, durable, serviceable.

Number is limited, so order your 1911 Bound Volumes now. Set of 4 Vols. for year, \$8.

## Printers' Ink

persistent advertising move the grape juice off my shelves to a larger volume of profit rather than a larger percentage of profit."

Another use for the house organ is as an interior medium of circulation, within large business—as a point of contact between the employer and the employed, applying advertising principles to labor conditions.

Many concerns have spent millions of dollars getting the good will of the people who buy goods, but they have not spent one cent in gaining the good will of those who produce these goods—the goods that are sold by good will are frequently produced under ill will.

Production problems are often greater than selling problems.

When some of these concerns were small, when they employed twenty-three men instead of twenty-three hundred, the individual efficiency was higher because the boss ate dinner with the men during the noon hour on a lumber pile at the sunny side of the shop. Some of these talks were about the business in which they were engaged, and some of them were on general topics—just like one of the magazines which we have been talking about, but in any event, they served the purpose to a more common understanding.

Now, this old boss when his business grew, invented a better and more systematic way of formalizing his men and of accounting for their time by a book-keeping system. But—he did not invent any means by which he could keep alive and nourish the old lumber pile dinner spirit.

Any system that will lead to a more common understanding between the employer and the employed is just as valuable, just as essential as a book-keeping system. When the employer lost his contact with his men, he left the opportunity open for the influence of the walking delegate.

Personal contact between the employer and the employed is neither desirable nor necessary. Printers' ink is the medium that has for years been used by the seller for the education of the buyer.

## THE SECOND-CLASS PRIVILEGE AND HOUSE ORGANS.

WHERE THE LINE OF ACCEPTABILITY AND NON-ACCEPTABILITY RUNS—HOUSE ORGANS THAT ARE ACCEPTED—ABUSES OF THE PRIVILEGE—NEED FOR PERIODICAL TAX REVENUE MIGHT BE OBIATED IF HOUSE ORGAN ABUSE WERE CORRECTED.

By George O. Glavis,

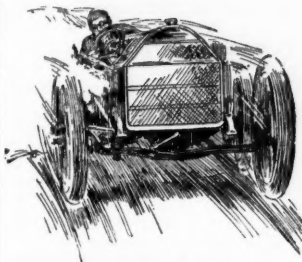
Former Executive in Classification Department, Post-office Department, Washington.

Many manufacturing concerns which issue house organs in which they justly take pride, frequently feel that they are entitled to second-class postal rates. They look at the generally helpful editorial matter they print, compare their paper with trade papers, etc., enjoying the privilege, and find a great deal that seems to warrant their possession of it.

The Postal Department naturally appreciates that some very fine magazines have grown from house organs (*System*, I believe, is an example). But as the lines of admission to second class have become more and more rigid, the house organ, believing it has become a general magazine, must put up very powerful evidence; a paid subscription list, contrary to the most prevailing notion, is far from conclusive evidence. The question is: What is done with the rest of the edition? Subscriptions must not be only a side issue, as is the case with most real house organs; they must be the real life and center, and the editorial matter must give real evidence of being general, and not devoted to the interests of the firm. The subscriber's interests must be the paper's interests.

In theory, at least, the house organ pure and simple is not entitled to, nor is it granted, the right to pass in the mails at the second-class rates of postage.

There are, however, many publications which are, in effect, house organs but which are conducted in such a manner that they have been accepted by postal offi-



## FIRST In the Automobile and Accessory Fields are THE AUTOMOBILE and MOTOR AGE

The greatest non-duplicating single Power for Business in the Automobile Field—

Proved by our subscription lists which are open to inspection. These weekly publications are subscribed to by the cream of car owners and dealers in the United States.

Combined Circulation over  
**38,000 Weekly**

Write for rates and full information.

**THE CLASS JOURNAL CO.**

231-241 W. 39th St.,  
New York

1200 Michigan Ave.,  
Chicago

## House Organs

Let us estimate on printing your house organ, circulars, booklets, etc

Experience and equipment enable us to reduce the cost on fine work.

*Translating and Printing in Spanish, Italian and French*



**The Aste Press**  
67-69 Spring St., New York

By the  
Downtown Spring Street Subway Station  
'PHONE, SPRING 3439

## **Unusually Broad, Thorough, Advertising Training**

Have you place or need for the advertising experience gained by an alert, ambitious worker, who for 6 years has been Assistant Advertising Manager for one of the largest, liveliest advertisers in the country—using practically every form of publicity and advertising-sales co-operation?

You would find me a writer of forceful copy, a competent judge of media, a good analyst of sales conditions and advertising need, a capable designer and shrewd buyer of printed matter that attracts—(in this connection have edited two meaty house organs). Withal you would find me a systematizer and an executive of calibre, energetic, resourceful, thorough, loyal, "always on the job." Age 35.

Am seeking permanent connection with responsible, progressive concern, where earnest, intelligent effort would be appreciated and adequately rewarded. Best of references.

Will you give me the opportunity to "prove up?"

Address "ADVANCEMENT," care of "Printers' Ink."

## **Wanted**

A high grade advertising solicitor, familiar with car advertising argument, having acquaintance among general advertisers and capable of handling a big proposition. Preferably one having a record in the business. Address with full credentials to

**"Rex," Box 1128  
Boston, Mass.**

cial as bona fide magazines within the purview of the law, and which, therefore, are being mailed at the low postage rates. This fact is one of many which emphasize the necessity for a codification and publication of the rulings on questions affecting second-class matter which was suggested in a previous issue of **PRINTERS' INK.** It also shows quite clearly that the postal employees are entirely without knowledge of the inner workings of the publishing business, which is one of the disadvantages under which publishers are compelled to conduct their business with the Post-office Department.

Among the publications which may properly be considered house organs, although enjoying the second-class rates, are:

1. Magazines issued by some railroads. In a number of cases these are of a high class, and by a large percentage of people are regarded as of the same character as the standard magazines. They are, nevertheless, merely high-grade advertising matter, and when analyzed it is seen that their purpose is to promote the business of the roads by which issued.

2. Certain magazines issued by or in the interest of manufacturers of furniture, food products, etc. Sometimes these pose as trade publications, particularly if published to benefit a certain community or group of manufacturers, while in other cases they have been developed from catalogues to promote only the business of the publisher. One magazine is in mind, the title of which it would manifestly be improper to mention, which in its original form was the catalogue of a furniture manufacturer. Having been impressed with its possibilities, the owner decided to make of it a magazine which would continue primarily to be a catalogue of his business, but would also exploit his theories along kindred lines. The result has been what is generally considered one of the finest class publications in existence, but the publisher has, nevertheless, quite frankly stated to the writer that it has proved to

be a most economical and successful advertising scheme.

3. Magazines issued or controlled by advertising agencies. There has been much comment on this class from various sources of late, so that but little remains to be said. The propriety of them is, however, subject to criticism because of the intimate relations which must necessarily be maintained between the agencies and other publishers and advertisers.

It should be apparent that a house organ, even though thoroughly disguised so far as a certain percentage of readers is concerned will, nevertheless, continue to be a house organ. Should its identity as such be lost, the reason for its publication would no longer exist. Therefore, it is doubtful whether any material advantage may be derived from the purchase of advertising space in such publications, particularly

when it is borne in mind that the rates are in most cases equal to those for space in standard publications having a general circulation.

When it is remembered that the present postal administration is strongly advocating an increase in the rate of postage on certain classes of second-class matter, it will be seen that the elimination from the second class of house organs, and other matter not entitled to the low classification, would have the effect of destroying, to a very considerable degree, the stated objections to a continuance of the low rate, because such elimination would materially reduce the quantity of matter mailed at the second-class rates, and said to cause the postal deficit, and increase the quantity mailed at the higher, third-class rate—one cent for each two ounces or fraction thereof.

## Are House Organs overdone?

Some are. Some are underdone. Well done and properly used a House Organ greatly strengthens your sales campaigns. If you investigate you will be surprised at its *very* numerous advantages.

With my extensive and intensive study of this field and my House Organ exhibits I can serve you either as consultant or as editor in issuing a profitable House Organ. Will you write for evidence?

**C. R. Lippmann**

Advertising Consultant  
Advertising Writer

37 East 28th Street  
New York

Phone, Madison 4499

**1847 ROGERS BROS**

"Silver Plate"

The famous trade mark  
"1847 ROGERS BROS." guarantees the *heaviest* triple plate.

Catalogue "P"  
shows all designs

MERIDEN BRITANNIA CO.  
(International Silver Co., Successor)

MERIDEN, CONN.

NEW YORK CHICAGO SAN FRANCISCO





## Brockton, Mass.

The Great Shoe City  
of the World

Population 55,000

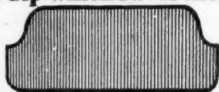
The Brockton Enterprise carries considerable foreign advertising but it can make room for more. It is one of the fussy papers that declines some profitable but undesirable business that is offered, therefore the best advertisers using this paper are likely to be in fairly good company. Perhaps Printers' Ink can help us get some business of the right sort.

Trolleys radiate to adjoining towns, making Brockton a trading center for 100,000 people. No License City. Highly intelligent population, earning good wages and reading more newspapers than in any other city of its size. Territory covered by the

## Brockton Enterprise

(Evenings) now in its 32d year. Circulation 12,500. Flat ad rate 35 cts. per inch per day for any amount of space. 12 to 24 pages.

### The Tip which Saves the Card



Treble the life of your filing system by using Celluloid Tipped Guide Cards.

Don't fray, crack, curl up nor show finger marks. Look neater than plain guide cards.

**Celluloid Tipped Guide Cards** are proof against ordinary handling. Tip folds over top of guide where wear comes. Other guides wear out in a third of the time. Ask your dealer for the famous one-piece tip or write us for samples.

**STANDARD INDEX CARD CO.**  
701-709 Arch St., Philadelphia

## Lincoln Freie Presse

GERMAN WEEKLY  
LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electric. Rate, 35 cents.

Actual average circulation 143,054

Abuses of the second-class privilege are not caused by the publishers properly entitled to it, as they are apparently willing to comply with all proper departmental rulings when advised of them. They are caused, however, by those publishers who are receiving a rate to which they know they have no right, and of which they are anxious to make the most.

It is often a difficult matter to distinguish between house organs and trade publications, not, however, because there is any question as to the former. Unfortunately, though, many publishers of alleged trade publications so debauch their "news" columns, in the interests of advertisers, that the publications become, in fact, advertising sheets or what may be designated, for want of a better term, combination, or group, house organs. They maintain outwardly the characteristics of bona fide trade papers, but it is evident that their actual purpose is to promote the interests, not of the trades which they claim to represent, but of groups of concerns engaged in such trades. They have lists of subscribers, obtained in various ways, and enjoy the second-class mail rates in competition with other publications admitted to be house organs, and on which the third-class rate of postage is paid. They also, in many instances, are competitors of legitimate trade publications.

It is this class of "trade" publications which has caused the trade press as a whole to be regarded, in many quarters, in anything but a favorable light, and yet publishers of legitimate trade journals continue to operate under the adverse conditions created by this situation without, seemingly, making any efforts whatever to have the objectionable publications referred to properly classified as advertising sheets and therefore not entitled to the second-class rates. Of course, it is quite natural to hesitate to attack the business methods of competitors, but it is just this hesitancy which has contributed to the present agitation for increased postage rates.

# IOWA ASSOCIATED ADVERTISING CLUBS ORGANIZED BY 200 AD MEN.

The Iowa Associated Advertising Clubs was organized at a meeting of representatives of Iowa ad clubs held in Des Moines February 13 and 14. These officers were chosen: President, Frank Armstrong, Des Moines; vice-presidents, G. A. Benner, Iowa City, and Paul Davis, Waterloo; secretary, W. M. Eldred, Des Moines, and treasurer, J. C. Young, Cedar Rapids.

More than 200 advertising men were present at the meeting, including S. C. Dobbs, of Atlanta, Ga., president of the Associated Advertising Clubs of America; D. N. Graves, treasurer of the Pilgrim Publicity Association of Boston, and O. R. MacDonald. The delegates were welcomed at the Press Club by Governor Carroll, Mayor Hanna, Lafe Young, Jr., J. F. Meredith and T. W. LaQuatte.

A committee of eleven members was created for the purpose of organizing new advertising clubs in the various cities and towns of the state.

Cedar Rapids was chosen as place of meeting for 1912.

The firm of Baremore & Ryan, New York, composed of Randel W. Baremore and Dennis B. Ryan, doing an advertising business, has been dissolved by mutual agreement, and the business, property and all assets formerly belonging to said firm have been transferred to Baremore & Ryan, Inc.

## This is a short talk to advertising men about 3-in-1 Oil.

You may know all about 3-in-One — except how and where you can use it yourself.

If you will heed these little sermons you will profit even more than we.

*In the meantime why not get a generous sample of the oil and 3-in-One dictionary free?*

**3-IN-ONE  
OIL COMPANY  
12 Broadway, New York**



## Advertising Man Wanted

Toledo Computing Scale Company, at Toledo, Ohio, wants an experienced man between the ages of 28 and 45 to write and take charge of its advertising and to write and edit its weekly paper to its selling force of 200 men; man with selling experience preferred; he must be a writer of good English and well educated.

## Good English House

with sound connection desires to negotiate with first class firm manufacturing celluloid and other advertising novelties with view to sole representation in Great Britain. Full particulars to be addressed to Box 105, MATHER & CROWTHER, Ltd., 10-12 New Bridge Street, London, England.



## RANDOM SHOTS AT ADVERTISING.

THE BANE OF GENERALITIES—SERVICE BEHIND THE AD—MAKING THE APPROPRIATION—EXTRACTS FROM ADDRESS BEFORE BUSINESS SCIENCE CLUB, PHILADELPHIA.

*By Hugh A. O'Donnell,*

*Business Manager, Philadelphia Press.*

Nine-tenths of all talk on advertising is futile, because it is necessarily so general it is not practical to more than one advertiser. We all grant that publicity is the key to commercial success, but there are as many keys as there are successes, and there is no pass key of publicity to it. Each one must make his own, and he must keep ever trying and changing until he has made one that best fits his door to success. He alone can tell when he has done it, though he cannot always be certain as to just how he did it. It is the trying that hurts and costs and teaches.

\* \* \*

Contrary to the usual analysis, there is probably more money wasted in advertising than in any other investment—and it is an investment—because it is the first and chief item of expense in nearly all business promotions. Under modern development there is expended on advertising over \$800,000,000 annually. It makes men want things never before deemed necessary to their happiness or contentment. And that is why in order to make it pay it must be eloquence in the truest sense—for it must have expression; it must attract attention; it must convince and it must persuade. And it is just that system of creating desire that has made two blades of grass grow in the business world where one grew before.

\* \* \*

Advertising knowledge is mostly a knowledge of people. All mediums of publicity are merely channels through which advertising flows. It is the great big idea back of it that counts. "You can learn to make chemical analysis

from books and experiments; you can measure the distance to Jupiter and weigh the water in the ocean by mathematics; but there is something about folks which is beyond figures." And after all, it is the purpose of every advertisement, whatever form or expression it takes, to reach the people.

\* \* \*

There is probably no subject on earth which is receiving so much concentration of mind force as advertising. Telescope and microscope are centered on it, and this, the commercial nation of the world, is giving it more attention than any other people.

\* \* \*

When you make your advertising appropriation, please remember you are only charging the smallest part of it under the caption of advertising, for nearly every expenditure you have, and many more than you know of, are really legitimate charges to advertising. You may call all of this sales force, organization, policy, good will or prestige, but aside from merchandise it can all be reduced to one word, "service." And service is nine-tenths of salesmanship, and practically all there is to advertising. The newspaper will send the people to you, but it cannot make them let you take them in.

\* \* \*

Dr. Munyon says any man with the right product and the right advertising can be worth a million in five years. And yet there is nothing cheaper than good newspaper advertising. Take, for instance, the circulation of a Philadelphia newspaper. There are probably 50,000 out of 165,000 readers who can spend on an average of \$200 a year in each of twenty-five stores. That means a quarter of a million dollars. And yet for \$10 you can buy fifty lines of space in that newspaper.

\* \* \*

Promotion is expensive, because it is essential to salesmanship, the object of any business enterprise. The great question is salesmanship at the minimum cost.



## Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

### ADDRESSING MACHINES

**THE WALLACE STENCIL ADDRESSING MACHINE** is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

### ADVERTISING AGENCIES

**H. W. KASTOR & SONS ADVERTISING CO.,** Laclede Building, St. Louis, Mo.

**ALBERT FRANK & CO.,** 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

**ARE YOU TIRED** of advertising worry? Need the time elsewhere—time that's valuable? You can get relief if you'll turn your advertising over to us—to write your copy, booklets—letters—handle your campaign. We're prepared to do effective work. Address **"THE ADVERTISING TEAM,"** Box 47, care of Printers' Ink, Chicago.

### ADVERTISING MEDIA

**THE BLACK DIAMOND** Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

**THE TEXTILE MANUFACTURER,** Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

**THE** circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 180,000 copies per day.

**THE REAL TRUTH ABOUT THE BLOWING UP OF THE MAINE,** by one who knows, in January "CUBA OPPORTUNITIES." Sample copy 10 cents, mailed. Box 1078, Havana, Cuba. L. Maclean Beers, publisher.

### ARTISTS

**Figure Artist with original ideas** would like to hear from firm wanting drawings, in wash and colors. Will send samples. C. W. NORTHROP, 326 Third St., Middletown, Ohio.

### BILLPOSTING

**FRED PEEL,** official representative, **THE ASSOCIATED BILLPOSTERS OF UNITED STATES AND CANADA,** Times Building, New York City. Send for estimates.

### BUSINESS OPPORTUNITIES

**PRINTING HOUSE** desires to acquire interest in trade journal. Address "Box 666," care of Printers' Ink.

### Prosperous Printing Business

established 10 years, well known, rated high, for sale account of the present owner wishing to retire from active business. Will guarantee 20% on investment besides a salary of \$2,000 per year. Plant modern, material new. Stand rigid investigation. Price \$12,000. Terms may be arranged to right party. Banking and commercial reference given and required. Address, "PRESIDENT," care of Printers' Ink.

### ENGRAVING

**PERFECT** copper half-tones, 1 col., \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO.,** Youngstown, Ohio.

### FOR SALE

**FOR SALE—GOSS MOLDING MACHINE.**

Excellent condition; nearly new; built for individual motor drive. Big Bargain. Address, **GAZETTE,** Colorado Springs, Colorado.

**FOR SALE—One Hoe Perfecting Newspaper**

Press, with complete Stereotyping Outfit and twelve form tables, capable of printing 4, 6, 8, 10 and 12 pages at a time, with a speed of from 10,000 to 20,000 per hour. May be seen daily in operation at our office, **CHESTER TIMES,** Chester, Pa.

### MONOTYPE OUTFIT

Caster, Keyboard, Compressor, moulds and all tools, \$1,500. Also cylinder and job presses, type and material. Complete plants bought and sold. Let me know your wants. Prices right. **S. RICH,** 39 West 25th Street, New York.

**FOR SALE—Two Linotype Machines,** single letter, in good condition. Matrices, 7 point No. 2, also in fairly good shape. Individual motors. Machines are running every day and doing splendid work. Can be changed to two-letter machines at very little expense to purchaser. **CHESTER TIMES,** Chester, Pa.

## HELP WANTED

**WANTED**—SALESMAN WHO HAS HAD EXPERIENCE in selling California Fruits, etc., to wholesale and retail trade, on salary basis. Address "BOX 834," care of Printers' Ink.

**WANTED**—FIRST CLASS COMBINATION MAN, ARTIST AND COPY-WRITER, for live Southern Agency. Good chance for promotion. Address "Box S. W.," care of Printers' Ink.

**POSITIONS OPEN** in all departments of advertising, publishing and printing houses, East, South and West. High grade service. Registration free. Terms moderate. Established 1898. No branch offices. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

**TWO** of the leading mechanical trade papers want some hustling subscription men. Exclusive territory given and mighty good money can be made. They can be worked in connection with another line if wished. Address, "BOX 333," care of Printers' Ink, New York City.

**WANTED**—We need an advertising writer—one who has some engineering knowledge and can ferret out and originate sales talk. Here is an opportunity to become associated with the leading technical paper in its field. State experience and salary expected. Address Box 689, care of Printers' Ink Publishing Co., New York.

### GOOD AD MEN SHOULD MAKE SUCCESSFUL SALESMEN

Large Advertising Cloak House seeks big men or big action to make big money. Cloak experience not as important as real selling ability. Correspondence confidential. "SALES MANAGER," 409 Garfield Bldg., Cleveland, Ohio.

**WANTED** Advertising Copy Writers. Owing to rapidly increasing business we desire the addresses of several competent advertising copy writers who have had previous advertising agency experience and are willing to locate at Milwaukee. Address THE CRAMER-KRASSETT CO., General Advertising Agency, Milwaukee, Wis.

## WANTED

### Manager Western Office New York Advertising Agency

Operations of agency covering a broader field than has before been attempted. Man must have thorough knowledge of Western field, with capital and ability to manage large corps of men. A man controlling accounts with knowledge of merchandise will receive extra consideration.

Address, H. M., 617 Sixth Avenue, New York.

## INFORMATION AND ILLUSTRATIONS

**ASK THE SEARCH-LIGHT**  
Anything You Want to Know.  
341 Fifth Avenue, New York.

## LABELS

**3,000 Gummed Labels, \$1.00**  
Size, 1x2 inches, printed to order and postpaid. Send for Catalog.  
Fenton Label Co., Phila., Pa.

## MISCELLANEOUS

**A Salesman for "The Acme"**  
System of Advertising "should easily earn \$50 per week. Write to P. O. BOX 77, Anderson, Ind.

**Advertisers—We can tell your**  
story or address your advertising to 75,000 legal voters in the State of New Hampshire. Not through the press, but direct. Write for information. RAPID MAILING BUREAU, INC., Manchester, N. H.

**YOUNG MEN AND WOMEN** of ability who seek positions as ad writers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 12 West 31st St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

## NEWSPAPERS WANTED

**MOST** large advertising appropriations are placed through Chicago agencies. Representation will get your share. Have well-established office and active soliciting staff. Address Box H., care Printers' Ink Chicago Office.

## POSITIONS WANTED

**Experienced Business Manager**  
of daily newspaper with highest references, is open for a position. Address BOX 807, care of Printers' Ink.

**COMPETENT STENOGRAPHER** experienced in the advertising business, thoroughly familiar with handling of proofs, copy and cuts, etc. No reasonable offer refused. BOX 112, care Printers' Ink.

**ADVERTISING CONCERN**—Young man, 8 years thorough business experience, typewriting, office routine, salesmanship, 4 years inside, 4 years outside. Moderate salary, splendid references. Wants connection with advertising concern. Box 742, care Printers' Ink.

**LADY** thoroughly competent by 12 years' experience with publications, to handle details of advertising, make-up, copy supervisor, engraving, correspondence, etc., wishes position with reputable magazine or advertiser doing large mail business. References. Box 149, Printers' Ink

**ADVERTISING**—Young man, 25, with some experience in advertising with prominent manufacturer, desires connection with agency, publication, irrespective of salary, where promotion comes through efficiency. Understand all details of advertising, printing, etc. Box 461, care Printers' Ink.

**NEWSPAPER** needing Advertising Manager with grit and ginger, can secure my services. Executive and copy writing ability, able to get new contracts and assist present advertisers. Long newspaper and department store experience. American, 35, married; good habits and address. Employed, but want connection with a future. "HUSTLER," care Printers' Ink.

**Situation Wanted—A combination** man of experience is open for a connection where ability to handle advertising is needed. I am thirty years old, single, well educated, of good appearance and able to plan and execute successful and profitable advertising. My experience has been large and varied and I make my own illustrations to accompany the plain common sense copy that I write. I am now located in the South but am free to go anywhere if conditions, work and salary are satisfactory. BOX 936, care Printers' Ink.

## I DESIRE TO MAKE A CHANGE

and would like to join an advertising organization as art department manager, where efficiency and ability to make good will be recognized. Eighteen years' experience planning copy and evolving ideas with two large agencies and two high-class publications. Can furnish first-class references.

Address Art, Care PRINTERS' INK.

## Advertising Manager Wants Position in the East

Experience covers management of advertising for various retail lines—have also conducted a successful writing and placing agency of my own and am now advertising manager for a daily paper in a large city at a salary of \$100 per week under contract shortly to expire. Am a creator of business and render the utmost in service. Want a position where a manager is needed—not a mere machine. My experience on both sides of the advertising business makes it possible for me to analyze the purchasing power of the readers of any medium. Thoroughly understand printing and its price—lithography—the relation of colors—strength of display—the power of plain English and the value of persistency. Am 31 years of age and married. Salary the same or greater than present, or salary and percentage. Samples of copy on request. Now there must be some department store, some manufacturer, some large advertiser or some newspaper needing my services. Address "WESTERN," care Printers' Ink.

### PRESS CLIPPINGS

**MANHATTAN** Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

**ROMEIKE'S PRESS CLIPPING BUREAU**, 110-112 West 26th Street, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

### PRINTING

**GENERAL PRINTING, CATALOGUE and BOOKLET WORK.**—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four color rotary, cylinder, perfecting, job and electrotyping presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.

WINTHROP PRESS, 419 Lafayette St., N.Y.

### PUBLICATIONS WANTED

**PUBLISHER'S** representative with well-established Chicago office and corps of active solicitors, wants two more publications. Address Box 97, care Printers' Ink Chicago office.

## Order your Bound Volumes of PRINTERS' INK for 1911 NOW!

Keep your records intact. Complete files of **PRINTERS' INK** are invaluable as a source of information and reference. But unbound copies get lost—and cannot be replaced.

**PRINTERS' INK** is bound every Quarter, handsomely, serviceably, in black cloth over heavy board, with gold lettering. Four volumes a year, at \$2 each. \$8 a set.

The number is limited. Make sure of yours by ordering now.

### PRINTERS' INK PUBLISHING CO.

12 West 31st Street

New York

# ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

## ALABAMA

**Birmingham, Ledger**, dy. Average for 1910, 22,616. Best advertising medium in Alabama.

**Montgomery, Advertiser**, net average Dec., 1910, 18,126 dy; 24,305 Sun. Guarantees dy. 3 times, Sun. 4 times the net paid circulation of any other Montgomery newspaper.

**Montgomery, Journal**, dy. Aver. 1909, 10,170. The afternoon home newspaper of its city.

## COLORADO

**Denver, Post**, has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average cir., 1909, 61,088.

This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



## CONNECTICUT

**Bridgeport, Morning Telegram**, daily average for Dec., 1910, sworn, 13,881. You can cover Bridgeport by using *Telegram* only. Rate 1½c. per line flat.

**Meriden, Journal**, evening. Actual average for 1909, 7,729; average for 1910, 7,801.

**Meriden, Morning Record & Republican**. Daily aver. 1909, 7,729; 1910, 7,873.

**New Haven, Evening Register**, daily. Aver. for 1910 (sworn) 19,096 daily 2c.; Sunday, 14,753, 5c.

**New London, Day**, ev'g. Average 1910, 6,892. Makes New London a one paper city.

**Norwalk, Evening Hour**. Average circulation exceeds 3,800. Carries half page of wants.

**Waterbury, Republican**. Examined by A. A. regularly. 1910, Daily, 7,217; Sunday, 7,730.

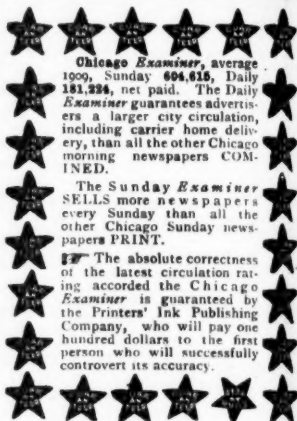
## ILLINOIS

**Champaign, News**. Leading paper in field. Average year 1910, 6,154.

**Joliet, Herald**, evening and Sunday morning. Average for 1910, 7,551.

**Peoria, Evening Star**. Circulation for 1910, 21,143.

**Sterling, Evening Gazette**, average circulation for 1908, 4,409; 1909, 6,122; 1910, 6,144.



**Chicago Examiner**, average 1909, Sunday 604,615, Daily 181,334, net paid. The Daily Examiner guarantees advertisers a larger city circulation, including carrier home delivery, than all the other Chicago morning newspapers COMBINED.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

## INDIANA

**South Bend, Tribune**. Sworn average 1910, 11,786. Best in Northern Indiana.

## IOWA

**Burlington, Hawk-Eye**, daily. Average 1910, 9,404. "All paid in advance."

**Dubuque, Times-Journal**, morn. and eve. Pd. in advance July 20, 1910; dy. 9,022; Sun. 11,434.

**Washington, Eve. Journal**. Only daily in county. 1,913 subscribers. All good people.

**Waterloo, Evening Courier**, 53rd year; net av. July, '10-Dec., '10, 7,090. Waterloo pop., 27,000.

## KENTUCKY

**Lexington, Herald**. D. av. '09, 6,872. Sunday, 7,802. Week day, 6,697. "When you advertise in Lexington Herald, you cover Central Kent'cky."

**Louisville, The Times**, evening daily, average for 1910 net paid 48,834.

## MAINE

**Augusta, Kennebec Journal**, daily average 1910, 9,319. Largest and best cir. in Cent. Me. **Bangor, Commercial**. Average for 1910, daily 10,199.

**Lewiston, Sun.** Daily average 1910, 5,446. Last 3 months of 1910, are 5,847.

**Portland, Evening Express**. Average for 1910, daily 16,936. Sunday *Telegram*, 11,265.

## MARYLAND

**Baltimore, American**. Daily aver. 1st 6 mos. '10, 79,234; Sun., 102,476. No return privilege.

Baltimore, *News*, daily. News Publishing Company. Average 1910, **82,408**. For Jan., 1911, **80,292**.



The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

# MASSACHUSETTS

Boston, *Evening Transcript* (☉). Boston's tea table paper. Largest amount of week day ad.



Boston, *Globe*. Average circulation. Daily (2 cents a copy) 1910, **183,720**—Dec. av., **188,043**.

Sunday 1910, **331,878**—Dec. av., **330,717**. Advertising Totals: 1910, **7,922,108** lines Gain, 1910, **586,831** lines

**2,394,103** more lines than any other Boston paper published. Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1910, to December 31, 1910.



Boston, *Daily Post*. Greatest January of the Boston Post. Circulation averages: *Daily Post*, 331,477, gain of **46,268** copies per day over January, 1910. *Sunday Post*, **300,619**, gain of **42,717** copies per Sunday over January, 1910.

*Human Life*, The Magazine About People. Guarantees and proves over **160,000** copies monthly. *Lawrence, Telegram*, evening, 1910 av. **8,848**. Best paper and largest circulation in its field.

*Lynn, Evening Item*. Daily sworn av. 1908, **16,394**; 1909, **16,539**; 1910, **16,563**. Two cents. *Lynn's* family paper. Covers field thoroughly.

*Salem, Evening News*. Actual daily average for 1910, **18,768**.

*Worcester, Gazette*, evening. Av. '10, **17,802**. The "Home" paper. Largest ev'g circulation.

# MICHIGAN

Detroit, *Michigan Farmer*. Read by all Michigan farmers. Ask any advertiser. **80,000**.

★ *Jackson, Patriot*, Aver. year, 1910, daily **10,720**, Sunday **11,619**. Greatest circulation.

# MINNESOTA

Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for 6 months, 1910, (to July 1), **23,806**.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1910, **103,330**.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.



# CIRCULATI



by Printers' Ink Publishing Company

Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ending Dec. 31, 1910, **91,260**. Average circulation of Sunday *Tribune* for same period, **81,523**.



Minneapolis, *Journal*, Daily and Sunday (☉). In 1910 average daily circulation evening only, **77,348**. In 1910 average Sunday circulation, **80,655**. Daily average circulation for Jan., 1911, evening only, **78,210**. Average Sunday circulation for Jan., 1911, **82,323**. (Jan. 1, 1908, subscription rates were raised from \$4.80 to \$6.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field.)



Minneapolis, *Svenske Amerikanska Posten*. Swan J. Turnblad, pub. Av. 1910, **88,180**. A.A.A.

# MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1910, **129,109**.

# NEBRASKA

Lincoln, *Deutsch-Amerikan Farmer* weekly. **149,231** for year ending Dec. 31, 1910.

Lincoln, *Freis Press*, weekly. Average year ending Dec. 31, 1910, **141,048**.

# NEW JERSEY

Newark, *Evening News*. Largest circulation of any newspaper in New Jersey.

Trenton, *Evening Times*. Ave. 10-'07, **20,370**; '08, **21,326**; '09, **19,062**; March, '10, **20,263**.

# NEW YORK

Albany, *Evening Journal*. Daily average for 1910, **17,789**. It's the leading paper.



The Brooklyn Standard Union, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for year 1910, **54,858**.

Buffalo, *Courier*, morn. Ave., '10 Sunday, **86,737**, daily, **44,284**; *Enquirer*, evening, **32,278**.

Buffalo, *Evening News*. Daily average for 1908, **94,033**; 1909, **94,307**; 1910, **94,332**.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1910, **6,104**.



Newburgh, *Daily News*, evening. Average circulation entire year, 1909, **8,718**. Circulates throughout Hudson Valley. Examined and certified by A.A.A.

# NEW YORK CITY

The Automobile and Motor Age. Largest Single non-duplicating power for business in the Automobile field. Class Journal Co., N. Y., Chicago.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1910, **7,608**.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1910, **28,663** (☉).

The Tea and Coffee Trade Journal. Average circulation for 12 months to January 1, 1911, **8,418**; August, 1910 issue, **10,000**.

The World. Actual average, 1910, Morning, **382,108**. Evening, **411,330**. Sunday, **467,664**.

Poughkeepsie, *Star*, evening. Daily average year, 1910, **6,710**; last four mos. 1910, **6,187**.

**Schenectady, Gazette**, daily. A. N. Lietcy. Actual Average for 1910, **19,246**. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

**Schenectady, Star**. Average 1910, **12,756**. Sheffield Sp. Ag'cy, Tribune Bldg., N. Y.

**Syracuse, Evening Herald**, daily. Herald Co., pub. Aver. 1909, daily **32,458**; Sunday, **40,922**.

**Troy, Record**. Av. circulation 1910, (A. M., **5,102**; P. M., **17,667**) **22,769**. Only paper in city which has permitted A. A. A. examination, and made public thereport.

**Utica, National Electrical Contractor**, mo. Average for 1910, **2,625**.

**Utica, Press**, daily. Otto A. Meyer, publisher. Average for year ending Dec. 31, 1910, **15,487**.

### NORTH CAROLINA

**Charlotte, News**. Evening and Sunday. Aver., 1909, **7,346**. Leads all evening papers in two Carolinas in circulation and advertising.

### NORTH DAKOTA

**Grand Forks, Normanden**. Norwegian weekly. Actual average for 1909, **5,480**.

### OHIO

**Cleveland, Plain Dealer**. Est. 1841. Actual average for 1909: Daily, **80,938**; Sunday, **103,554**. For Jan., 1911, **85,479** daily; Sunday, **119,330**.

**Youngstown, Indicator**. D'y av., '09, **15,338**; LaCocq & Maxwell, N. Y. & Chicago.

### PENNSYLVANIA

**Erie, Times**, daily. **21,269** average, Dec., 1910. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

**Johnstown, Tribune**. Average for 12 mos. 1910, **13,328**. July, 1910, **13,463**. Only evening paper in Johnstown.

**Philadelphia, Confectioners' Journal**, mo. Average 1908, **5,517**; 1909, **5,522** (©).

**Washington, Reporter and Observer**, circulation average 1910, **12,396**; Jan., '11, **12,621**.

**West Chester, Local News**, daily, W. H. Hodgson. Aver. for 1909, **18,860**. In its 36th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

**Wilkes-Barre, Times-Leader**, evening; only daily in Luzerne County to permit A. A. A. examination this year. Examination showed **17,300** net for last six months, gain of **3,155** net in two years. **York, Dispatch and Daily**. Average for 1910, **18,767**.

### RHODE ISLAND

**Pawtucket Evening Times**. Average circulation 12 mos. ending Dec. 31, '10, **19,328**—sworn.

**Providence, Daily Journal**. Average for 1910, **22,788** (©). Sunday, **30,771** (©). **Evening Bulletin**, **45,323** average 1910.

**Westerly, Daily Sun**, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1910, **5,423**.

### SOUTH CAROLINA

**Charleston, Evening Post**. Evening. Actual daily average 1909, **5,211**. July, 1910, **6,964**.

### TEXAS

**El Paso, Herald**, year 1910, **11,351**. Only El Paso paper examined by A. A. A.

### VERMONT

**Barre, Times**, daily. F. E. Langley. Av. 1910, **5,525**. Examined by A. A. A.

**Burlington, Free Press**. Daily average for 1910, **9,112**. Largest city and State circulation. Examined by Association of Amer. Advertisers. **Montpelier, Argus**, dy., av. 1910, **3,315**. Only Montpelier paper examined by the A. A. A. **St. Albans, Messenger**, daily. Average for 1909, **3,184**. Examined by A. A. A.

### VIRGINIA

**Danville, The Bee**. Aver. Dec., 1910, **4,178**; Jan., '11, **4,284**. Largest circ't'n. Only eve. paper.

### WASHINGTON

**Seattle, The Seattle Times** (©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1910 cir. of **54,741** daily, **84,203** Sunday, ran quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. **The Times** carried in 190, **12,328,915** lines, beating its nearest competitor by **2,701,284** lines.

**Tacoma, Ledger**. Average year 1910, daily, **18,967** Sunday, **27,348**.

**Tacoma, News**. Average for year 1910, **19,212**.

### WISCONSIN

**Janesville, Gazette**. Daily average, Jan., 1911, daily **5,662**; semi-weekly, **1,810**.

**Madison, State Journal**, daily. Actual average for Jan., 1910, **5,960**.

**Milwaukee, The Evening Wisconsin**, daily. Average daily circulation for 1910, **41,897**. Average daily gain over 1909, **4,775**. The **Evening Wisconsin** is pre-eminent the Home Paper of Milwaukee. Rigid Circulation Examination completed by Association of American Advertisers Oct. 3rd, 1910. Chas. H. Eddy, Foreign Rep., 1 Madison Avenue, New York, 19 Michigan Ave., Chicago (Robt. J. Virtue, Mgr.)

**Milwaukee, The Milwaukee Journal**, (eve.) Daily Av. circ. for 12 mos. **63,268**. Jan. gain over 1910, **3,905**. City circulation double that of any other Milwaukee paper. Flat rate 7c. per line. In over 60% of Milwaukee homes. C. D. Berthel, Mgr. Foreign, Boyce Bldg., Chicago; J. F. Antisdell, 360 Fifth Avenue, N. Y. City.

**Oshkosh, Northwestern**, daily. Average for year 1910, **10,062**. Examined by A. A. A.

**Racine, Daily Journal**. Dec., 1910, circulation, **5,517**. Statement filed with A. A. A.



### THE WISCONSIN AGRICULTURIST

**Racine, Wis.** Established, 1871. Actual weekly average for year ended Dec. 31, 1910, **61,637**. Larger circulation in Wisconsin than any other paper. Ad. \$4.20 an inch. N. Y. Office. 41 Park Row. W. C. Richardson, Mgr.

### WYOMING

**Cheyenne, Tribune**. Actual net average year, 1909, daily, **5,125**; semi-weekly, **4,994**.

### MANITOBA, CAN.

**Winnipeg, Free Press**, daily and weekly. Average for 1909, daily, **40,890**; daily Jan., 1911, **50,707**; weekly 1909, **27,050**; Jan., 1911, **27,890**.

**Winnipeg, Der Nordwestern**. Canada's National German weekly. Av. 1910, **18,484**. Rates 50c in.

**Winnipeg, Telegram**, dy. av. Jan., '11, **58,875** (Saturday av., **37,537**). **Farmers' Weekly**, same period, **30,000**.

### QUEBEC, CAN.

**Montreal, La Presse**. Daily average for November 1910, **101,139**. Largest in Canada.

# The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

## CONNECTICUT

**NEW HAVEN Register.** Leading want ad medium of State. Rate 1c. a word.

## ILLINOIS

**THE Chicago Examiner** with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

## INDIANA

**THE Indianapolis Star** is the leading "Want Ad" Medium of the State. Only Sunday paper. Rate 1 cent per word. **THE INDIANAPOLIS STAR**, Indianapolis, Ind.

## MAINE

**THE Evening Express and Sunday Telegram** carry more Want Ads than all other Portland papers combined.

## MARYLAND

**THE Baltimore News** carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

## MASSACHUSETTS

**THE Boston Evening Transcript** is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



**THE Boston Globe**, daily and Sunday, for the year 1910 printed a total of 479,877 paid want ads; a gain of 19,412 over 1909, and 347,148 more than were printed by any other Boston newspaper.



## MINNESOTA

**THE Minneapolis Tribune** is the recognized Want Ad Medium of Minneapolis.

**CIRCULATION** **THE Tribune** is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The *Tribune* printed during the year ended Dec. 31, 1910, 2,513,483 lines of classified advertising. Rates: 1 cent a word, cash with order;—10 cents a line, where charged —daily or Sunday.



**THE Minneapolis Journal**, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in Jan., 1911, amounted to 161,282 lines; the number of individual ads published were 20,783. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.



## MISSOURI

**THE Joplin Globe** carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

## MONTANA

**THE Anaconda Standard**, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1909, 11,364 daily; 14,422 Sunday.

## NEW YORK

**THE Albany Evening Journal**, Eastern N.Y.'s best paper for Wants and Classified Ads.

**THE Buffalo Evening News** is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

## OHIO

**THE Youngstown Vindicator**—Leading Want Medium. 1c. per word. Largest circulation.

## OKLAHOMA

**THE Oklahoman**, Okla. City, 35,948. Publishes more Wants than any 7 Okla. competitors.

## PENNSYLVANIA

**THE Chester, Pa., Times** carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## UTAH

**THE Salt Lake Tribune**—Get results—Want Ad Medium for Utah, Idaho and Nevada.



# (◎◎) Gold Mark Papers (◎◎)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

## ALABAMA

The *Mobile Register* (◎◎). Established 1821. Richest section in the prosperous South.

## GEORGIA

*Atlanta Constitution* (◎◎). Now as always, the Quality Medium of Georgia

## ILLINOIS

*Bakers' Helper* (◎◎). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.  
*The Inland Printer*, Chicago (◎◎). Actual average circulation for 1909-10, 18,902.

## KENTUCKY

*Louisville Courier-Journal* (◎◎). Best paper in city; read by people.

## MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (◎◎).

Boston *Evening Transcript* (◎◎), established 1830. The only gold mark daily in Boston.

Boston, *Textile World Record* (◎◎). Not an "organ,"—but the leading textile magazine

Worcester *L'Opinion Publique* (◎◎). Only French paper among 75,000 French population.

## MINNESOTA

The *Minneapolis Journal* (◎◎). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

## THE NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

## NEW YORK

*Brooklyn Eagle* (◎◎) is THE advertising medium of Brooklyn

*Army and Navy Journal*, (◎◎). First in its class in circulation, influence and prestige.

*Century Magazine* (◎◎). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

*Dry Goods Economist* (◎◎), the recognized authority of the Dry Goods and Department Store trade.

*Electric Railway Journal* (◎◎). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

*Electrical World* (◎◎) established 1874. The leading electrical journal of the world. Average circulation year ending Nov. 30, 1910, 18,771 weekly. MCGRAW PUBLISHING CO.

**Engineering News (◎◎). Established 1874. The leading engineering paper in the world. Av. circulation over 17,500 weekly.**

*Engineering Record* (◎◎). The most progressive civil engineering journal in the world. Circulation averages over 16,000 per week. MCGRAW PUBLISHING COMPANY.

*Hardware Dealers' Magazine* (◎◎). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 283 Broadway, New York City.

New York *Herald* (◎◎). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

*The Evening Post* (◎◎). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting *The Evening Post*." —Printers' Ink.

*Scientific American* (◎◎) has the largest circulation of any technical paper in the world.

The New York *Times* (◎◎) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York *Tribune* (◎◎), daily and Sunday. Daily, now one cent—the best for the least.

## OREGON

*Better Fruit*, (◎◎) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The *Oregonian*, (◎◎), established 1861. The great newspaper of the Pacific Northwest.

## PENNSYLVANIA

The *Press* (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions Jan., 1911, sworn net average, Daily, 80,864; Sunday, 169,323.

## THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh

## RHODE ISLAND

*Providence Journal* (◎◎), a conservative enterprising newspaper without a single rival.

## TENNESSEE.

The Memphis *Commercial-Appeal* (◎◎) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The *Commercial-Appeal* passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

## WASHINGTON

The Seattle *Times* (◎◎) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

## WISCONSIN

The Milwaukee *Evening Wisconsin* (◎◎), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

## CANADA

The Halifax *Herald* (◎◎) and The *Evening Mail*. Circulation 18,768. Flat rate.



## Business Going Out

The Western Union Telegraph Company, of New York, is considering a large newspaper campaign. Preliminary orders of 325 lines, two times, are being sent out generally from N. W. Ayer & Son, of Philadelphia, Pa.

The Spafford Advertising Agency, of Boston, Mass., has secured the appropriation of the Thomas G. Plant Company for advertising Queen Quality and Dorothy Dodd shoes. Full page and half-page copy will be used in magazines.

The spring newspaper campaign of the Anheuser-Busch Brewing Association, of St. Louis, Mo., will be launched early in April. This will be reinforced in large cities with bulletin boards and large electric signs.

Renewals for the Stearns Electric Paste are going out through the Wylie B. Jones Advertising Agency, of New York.

The Life Insurance Company of Virginia, is putting out thirty-five-inch copy through Staples & Lemons, of Richmond, Va.

The Hill & Tryon Advertising Agency, of Pittsburg, Pa., is sending out orders for 1,000 lines for the Cumberland Sanitarium.

The Hotel Rector, of New York, will use a list of papers through the H. S. Howland Advertising Agency, of New York. Contracts for 5,000 lines are being made.

S. T. Williams and staff, of New York, are asking rates for 3,500 lines for advertising a new toilet and bath soap.

The C. P. Goerz Optical Company, of New York, is using a list of standard magazines. This account is being handled by the George Batten Agency, of New York.

The Doctor's Daughter Company, Westerly, R. I., is advertising "Stomach Rite" in daily newspapers. The business is placed direct.

The P. F. O'Keefe Agency, Carney Bldg., Boston, is handling a newspaper appropriation for H. L. Hildreth Company, manufacturers of "Velvet" Molasses Candy.

The Stevens Duryea Company, Chicopee Falls, Mass., is making plans for the season's advertising campaign. A list of general magazines is used for the Stevens automobile. Chas. A. Stein has charge of the advertising and the account is handled by the Geo. Batten Company.

Renewal orders for Buckingham Dyes are going to mail-order and farm papers. The business is placed direct by Wm. F. Fairbanks, advertising manager of the J. C. Ayer Company, Lowell, Mass.

The Equitable Life Assurance Society is sending out large copy, one time, to newspapers through the Frank Presbrey Company, of New York.

The J. W. Barber Advertising Agency, of Boston, is placing forty-two-line copy in mail-order publications to advertise "Colorite."

The Regal Shoe Company is placing contracts for a newspaper campaign in large cities through Frank Seaman Inc., of New York.

Business going out from the J. Walter Thompson Company, of New York, includes new copy for Frank C. Clark's Tours to a selected list of newspapers, also one-time orders on the New York Vacuum Cleaner Company to newspapers in selected cities.

The February 4 issue of the Jackson, Miss., *Clarion-Ledger* contained six full pages of advertising of the S. J. Johnson Company, Jackson, the largest ever placed by any one firm in a Mississippi newspaper.

The P. B. Bromfield Advertising Agency is placing advertisements for the Julius Roehrs Company, Rutherford, N. J., in a list of horticultural publications.

A magazine campaign for Yawman & Erbe branches, agents, dealers and traveling men everywhere, is being planned, and will soon be ready for announcement. Something novel in filing system advertising is expected.

Harvey Conover, of the service and ideas department of the Mahin Advertising Company, has secured the advertising appropriation of Eiseman, Kaiser & Co., 153 Franklin street, Chicago, and the Vanity Shop, of Kenosha, Wis. Leading women's publications will be used in both of these campaigns.

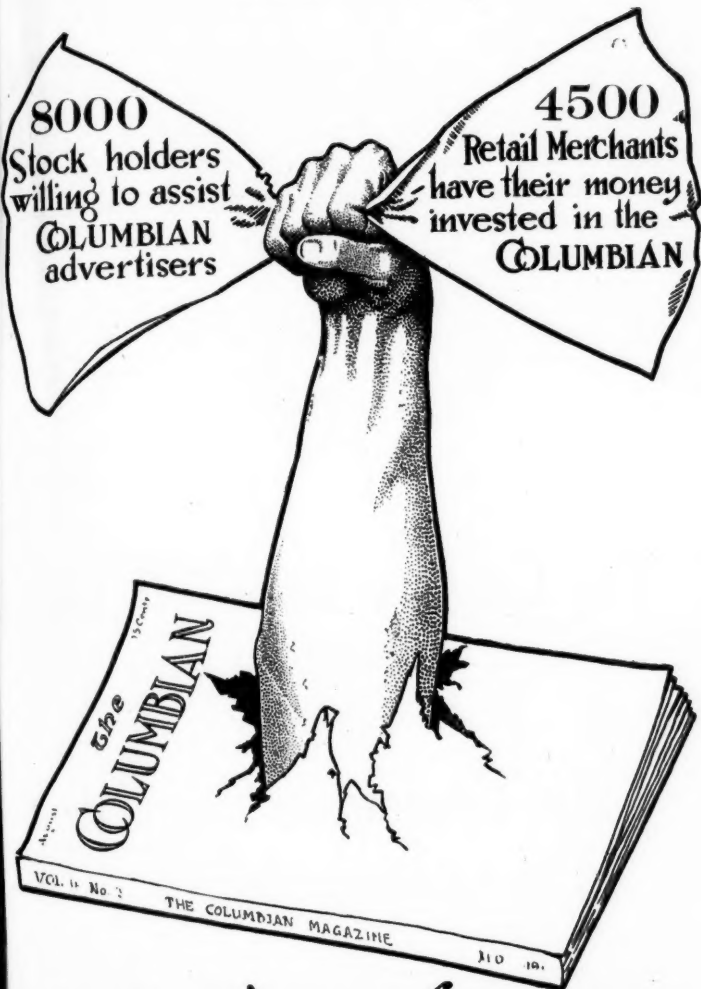
Frank Kiernan & Co., 156 Broadway, are making contracts for 5,000 and 10,000 lines for Dr. Sanden Company (electric belts). Also in magazines for Dominick & Dominick, New York Stock Exchange, Stoltz Electrophone Company, Radford Architectural Company, Casperfeld & Cleveland, also for the New York Consolidated Stock Exchange houses of L. B. Wilson & Co. and Frederick Simmonds in New York City papers.

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# The Strong Arm of Business COLUMBIAN MAGAZINE

H. C. Daniels  
New England Rep.  
Barristers Hall  
Boston, Mass.

P. M. Raymond  
Advertising Manager  
1 Madison Avenue  
New York

Hugh Kapp  
Western Adv. Manager  
Peoples Gas Building  
Chicago

**W**ESTERN CANADA presents the best buying market in proportion to population. No advertiser in the United States can afford to overlook it.

The leading Province of Western Canada is Alberta—Sunny Alberta, where more than 100,000 citizens of the United States have already made their homes. These people have been brought up on your products. You should follow them with your advertising to the new rich country where they now are.

Edmonton, the Capital of Alberta, and Calgary, its largest commercial centre, are the two most important cities between Winnipeg and Vancouver. Calgary has a population of 50,000, Edmonton and its suburbs, 38,000.

The two largest papers in a country extending for 1,600 miles west from Winnipeg are

## **The Calgary Daily Herald**

**(Sworn Circulation 11,500 Daily)**

and

## **The Edmonton Journal**

**(Sworn Circulation 5,000 Copies)**

With these two papers you can cover a field containing 400,000 people, the best buyers per capita in America, including Alberta from the American boundary to its northern limits, while the rich mining districts of British Columbia are also a part of this field.

Any responsible advertising agency in Canada or the United States can quote you rates in either or both of these daily papers, or we shall be pleased to furnish them to you direct, with any further information which you may desire.